

'Round the town—

Mr. and Mrs. William Burgoon of Silver City, Iowa, were recent weekend guests of Dr. and Mrs. James P. Donelan of 334 North Lima street. They are spending the winter in Santa Ana, but had an opportunity of meeting several other friends and relatives at the Donelan home. Dr. and Mrs. A. A. Morrison of Santa Paula, were also recent guests of Dr. and Mrs. Donelan. The doctors were former classmates in the Nebraska College of Medicine.

Mr. and Mrs. F. W. Miles and daughter Miss Ruth Miles, of 298 West Highland avenue, and son Robert Miles of Los Angeles, were dinner guests on Sunday of Mr. and Mrs. A. Philbrick of San Marino.

Mrs. A. J. Lynn of 625 Maunzita avenue, is entertaining her mother, Mrs. Elizabeth Moore of Long Beach for several weeks. Trips to Altadena and environs are being enjoyed.

Mr. and Mrs. Bert Smith of Ramona avenue have as their houseguests Mr. and Mrs. Cash Howard of Moscow, Idaho. The group motored to Palm Springs on Wednesday for a visit.

Mr. and Mrs. William Schwartz of E. Highland avenue with Mr. and Mrs. Preston Schwartz of E. Montecito avenue are leaving for a weekend visit to San Francisco and Redwood City, where they will visit Dr. Chariton Schwartz.

Mrs. B. B. Nichol and daughter, Miss Helen Nichol, who have been spending the winter in Sierra Madre, as guests of Mrs. E. L. Harkness of W. Sierra Madre Blvd., are departing next week for their home in Victoria, B. C., after enjoying the diversified pleasures of Southern California.

Hollywood offered many interesting sights to them last weekend. Palm Springs and Mt. Wilson also came in for a share of interest. The charm of Sierra Madre will remain long in their memory, they say.

Miss Dorothy Levinson of 187 North Sunnyside avenue, was hostess over the weekend to two students from U.S.C.

Mrs. Jack Rower of 405 Mariposa avenue, had as a Sunday guest, her daughter, Mrs. Ernest Gordon of Alhambra.

A weekend trip, remarkable for its beauty, was taken by Mr. and Mrs. Frank E. Cox and daughter Miss Dorothy, of 711 Alta Vista Drive to Santa Maria to see Mrs. Fred Cox and little daughter Jeanette, whom they brought back with them for a visit. They also visited Mr. and Mrs. John Cox in Santa Barbara. The velvet hills never looked more beautiful, they report.

Mrs. Albert Wheeling of 101 East Sierra Madre Blvd., and her houseguest, Mrs. Freda Loeschner of New York, toured the little old Olvera Street and the Civic Center of Los Angeles last week. A view of Los Angeles from the city hall tower, was given the lady from New York.

Mr. and Mrs. Henry Duffner, parents of Mrs. Peter P. Thill of 59 East Grand View avenue, are enjoying a trip to Lake Elsinore and San Diego.

Misses Elsie Gibson and Mae Fuller will be hostesses to the Fireside Club next Wednesday March 2, at the home of Miss Elsie Gibson, 72 W. Alegria avenue.

Mr. and Mrs. J. Andrew Hall of 611 West Grand View avenue, entertained last Friday Dr. and Mrs. W. A. Sherrin of Vancouver, B.C., who have been wintering in San Diego. They are leaving for their northern home.

The Women's Society of the Congregational Church will meet next Tuesday, March 1, in the church parlors at 10 a.m. to sew for children in the Plaza home. There will be a business meeting at 1 p.m. presided over by Mrs. Eva C. Moore, president of the society.

Mr. and Mrs. John T. Smurda of 650 West Montecito avenue had as Sunday guests Mr. and Mrs. A. E. McCarthy of Glendale. Mr. and Mrs. M. L. Hays of 248 San Gabriel Court were among the many who saw the Santa Fe's super-Chief streamline on exhibition at Exposition Park on Sunday.

A meeting of the Congregational Church Breakfast Club originally planned for this Sunday has been postponed until Sunday, March 6, at 8:30 a.m., according to an announcement made today by Claude Allen. The club meets in the recreational hall of the church, and reservations may be made for the breakfast by calling Mr. Allen at 132-3.

Mr. and Mrs. Foster C. Bumpus of South Lima street, and family spent an interesting week in Arizona, including Washington's birthday.

Mrs. Fannie Sea, 198 W. Montecito, was hostess to three of her charming friends on Sunday, when Miss Mathilda Johnson, Miss Gerda Peterson, of Hollywood, and Mrs. Marie Olson, of Sierra Madre, spent the day with her. The Woman's Guild of the Church of the Ascension will meet this afternoon in the parish house of the church at 2:30 p.m.

Irish Priest Draws Lucky Number In Jewish Contest

A good Irishman, Father Kelley of St. Elizabeth's Parish, Altadena won the prize in the drawing for the benefit of the National Zionist Movement, a Jewish organization, which was held recently, according to Mrs. Sylvia Quintner, who was the Sierra Madre representative.

SIERRA MADRE NEWS

VOLUME 32, No. 23

SIERRA MADRE, COUNTY OF LOS ANGELES, CALIFORNIA

FRIDAY, FEBRUARY 25, 1938

50 Voices In Chorus At Concert Here

Pasadena Civic Chorus And Chapel Singers To Appear Monday Evening

Music lovers are looking forward with keen anticipation to the pre-Lenten concert given by Pasadena Civic Chorus and Chapel Singers, numbering 50 voices in all, at the Congregational Church, Monday evening, February 28, at 8 p.m. with Robert Farley conducting the chorus and Louise Richardson at the piano.

Leon Burford, violinist, will play "Capriccio Viennois" by Kreisler, and May Moyer Barlow will sing "Dear Land of Home" by Sibelius, "In the End of the Sabbath" by Speaks, "God of All Nature" by Tchaikowsky, and "Scrapbook Song" by Rubenstein. Leon Burford will play violin accompaniment to the latter two songs.

Mathew Harrell will offer "Immortalis" by Gains as his solo, and Martha Burkhardt will sing "Lead Me Lord" by Wesley and Leda Steele will render "In a Monastery Garden" by Ketelbey.

The chorus will close with the Hallelujah Chorus from Handel's "Messiah," and "Benediction . . . Pax Dei" by Coombs.

Candidates To Be Heard At Forum

Contenders For Council Seats To Tell Why They Should Be Chosen

Mayor H. C. Reavis and Councilman Lester K. Layton, both spoke at the regular session of the Sierra Madre Forum in the City Hall Tuesday evening. Dean Bode, Mrs. I. F. Peterson, Mrs. W. J. Lawless, City Business Manager Al Myers, our postmaster, Ray Calkin, and Colonel H. B. Hersey, assisted in making the session a notable one—something beyond the regular meetings, perhaps, in that this was also in the nature of a celebration in keeping with Washington's Birthday.

It was the anniversary which especially moved both Colonel Hersey and Mr. Layton, in their brief opening addresses, to make an appeal for better and more active citizenship. It was an appeal later emphasized by Mr. Calkin, who said that all good ends of government could be achieved, not by following any foreign model, but by a devotion and an enlightened attention to the full possibilities of our own democracy.

The general discussion of the evening—one in the present series of economics and sociology under the leadership of Bruce Johnson of Pasadena—centered about the problems of the farmer and how these became the problems of all of us.

The farmer, said Mr. Johnson, was unfortunate in this respect—that he remained the outstanding, almost the unique, individualist in a society that had developed far along collective lines. As in steel, coal, automobiles, the individual was lost in the great corporate structure; yet in farming, the greatest industry of all, the farmer still remained what his ancestors had been, the individualist. As an individual, then, he was forced to face all the risks of his calling—the risks of over-production and under-production, an uncontrolled fluctuation in weather prices, labor costs.

Said Mr. Johnson: "We are now called upon to devote millions of dollars to the problem of unemployment because we have so far failed to solve the problem of unemployment because we have so far failed to solve the problem of giving the farm population an equitable income in keeping with that of the collective groups."

In explaining this statement he showed how the purchasing of the farmer, and collateral groups, affected the trade and financial fabric of the country as a whole. He believed that the best solution thus far presented was by an extension of the co-operative principle—that is, by giving the farmer also a collective protection. In this he was supported by Colonel Hersey and other speakers.

At next Tuesday's regular Forum, the discussion will center about the provocative subject: "The Machine and Your Job." And by "your job," the subject takes extension into the welfare of society as a whole, especially that part of it bearing the major tax-load. The hour, as usual, will be 7:45, and the place, the City Hall.

From now on until the local municipal elections, an added piquancy will be given to the usual Forum atmosphere by the presence of various candidates who will be invited to express their views and say why they should be elected.

Mr. Johnson is now broadcasting regularly every Monday afternoon over KPVD.

Wistaria Gardens To Be Headquarters Of L. A. Art Group

Finding the Wistaria Vine Gardens an exquisite setting for musicales and art exhibits, the Petite Salon Group of Los Angeles has decided to make the gardens its permanent meeting place, according to a recent announcement by Mrs. J. Walter Young of Los Angeles, who heads this interesting and unusual group of people devoted to the arts.

Sunday night's supper program will be presented by Salon members, many of whom are distinguished artists. An exhibition of paintings by Kenneth Drysdale, young Los Angeles artist who is "going places," will be on display Sunday and continue during the early part of the Wistaria Fete.

George Miller, concert pianist, of Hollywood, will present a brilliant assemblage of artists including Miss Maya Palmera, Metropolitan Opera danseuse, who will dance several numbers.

Patient At Rest Home Smothers

R. L. Smith Believed To Have Died In Bed While Suffering Epileptic Attack

Recompense L. Smith, 27, was discovered dead in bed Wednesday at 12:30 p.m. by Mrs. Leora H. Groth, proprietor of a rest home at 122 North Baldwin avenue, where he was a patient.

Mrs. Groth discovered Smith's body lying face downward on his bed with his face deeply buried in the pillows when she went to call him to arise. As he often stayed in bed until late, she stated, she felt no concern when he did not appear earlier.

According to Dr. M. H. A. Peterson, Smith's physician, the young man was subject to frequent attacks of epilepsy and apparently had smothered to death during the night while unconscious in an attack.

The young man had been in good health the night before, Mrs. Groth said, and had assisted with chores, retiring around 9 p.m.

He was an adopted son of Mr. and Mrs. W. A. Smith, of 331 Ramona avenue, who are away on vacation and, it has not been possible to locate them.

Duplex To Be Erected On Boulevard

While recent rains and the lack of knowledge on the new regulations in connection with the newly enacted United States Housing Act is responsible for holding back several proposed new houses, F. G. Scalzo heads this week's building list with a permit to erect a duplex at 145 East Sierra Madre Blvd.

Other permits include one to F. E. O'Brien, 3908 LaSalle St., Los Angeles, re-roof 175 North Auburn; Miss Thomasella Graham, 374 Grove St., re-roof water tower on "Italia Mia" estate; Mrs. O. Caskey, 76 Auburn Ave., addition; and W. P. Caley, re-roof 5 and 7 Kersting Court; Charles Nomura, 164 Grove St., re-roof; P. J. Terry, 15 Vista Circle Dr., remodel residence.

OLDEST MEMBER OF ASCENSION CHURCH IS FETED ON HER NINETIETH BIRTHDAY

NINETY winters have rested lightly upon the shoulders of small, vigorous Mrs. Isabel Portsmouth Davis of West Mira Monte avenue. She was honored at a surprise tea given by Mrs. W. B. Heagerty at her home in East Laurel avenue on Washington's birthday, the natal day of this daughter of Australia, who adopted America in 1906, choosing San Francisco as her home then.

Her bright face framed in a halo of silver curls, Mrs. Davis received the tributes and congratulations due her state. A tiny relic of the Victorian era, she has seen new worlds become old ones, history made and unmade, the great become less and vice versa. She was born on February 22, 1846 at Tamworth, New South Wales, Australia, the daughter of John and Jane Portsmouth, who met as children on an emigrant ship from Glasgow about 1832. This was a voyage of 16,000 miles and Jane's mother landed in very poor health and died shortly afterward. The emigrant ship was in charge of Dunmore Lang, who became, as did his descendants, prominent economically and socially in Australian life.

John Frew grandfather of Mrs. Davis, was responsible for the installation of the first printing plant in Australia, a beginning that developed into the present Sidney Morning Herald. Isabel grew up in the new country, learning all about the "bush," for she lived as a child on a station, or ranch operated by convict labor, a practice discontinued by

Applications Assure An Orchestra

Over Score Seek Places In Proposed New Sierra Madre Organization

The movement to organize an orchestra for Sierra Madre boys and girls recently launched by the local American Legion Post has met with a warm response, according to Jack Sheridan Shearer, experience bandmaster who has agreed to serve as director.

"Enthusiastic approval is the theme-song of all musical and civic-minded residents who have voiced their opinions to the organizing committee and to Legion members, concerning the movement," Shearer said yesterday.

More than a score of girls and boys already have made known their desires to bow or blow in the name of Sierra Madre.

Mr. Shearer announces that the first group meeting will be held tonight in the Sierra Madre grammar school, North Auburn avenue, at 7 p.m. Actual rehearsals will begin next week and in view of the fine musicians turning out, some interesting and diversified musical scores are planned, according to Mr. Shearer.

Applications for the girls' choral group are being taken at the city hall by Mrs. Florence Jensen, as are those for musicians not yet registered.

Mr. Shearer is devoting considerable time and energy to his project and hopes shortly to present to Sierra Madre a dance orchestra and entertaining unit of which it may well be proud.

Among those who have enrolled for the orchestra work are Misses Daphne Alley, Dorothy Alley, Grace Jensen, Marjorie Hoffman, Roberta Roberts, and Georgyne, Norryne and Charlyne Norris, and Stanton Irvine, Donald Blanke, Clay Reavis, Sam Embree, Lawrence Van Sant, Tommy Mitchell, Ray Hudson and Martin Roos.

Moonlight Hiker Breaks Leg In Fall

John A. Rutledge, 21, of 126 East Mira Monte avenue, suffered a broken right leg when he slipped from a narrow trail in Little Santa Anita Canyon, Monday night, while on a moonlight hike.

He is confined to St. Luke's Hospital where his companions, Ellet Jackson and Ernie Farnsworth, a Marine from San Diego, took him following the accident. The accident occurred near midnight when the trio were passing a narrow part of the trail.

Sidney Lassoff's Tragic Death Is Shock To Many

The recent accidental death of Sidney Lassoff, 43, of 367 Adams street, came as a terrific shock to his friends in Sierra Madre. Mr. Lassoff was killed when his car overturned on the highway just out of Barstow while enroute to a business trip.

Mr. Lassoff was buried in Home of Peace Cemetery in Los Angeles, following funeral services conducted by Rabbi Cohen at a Jewish mortuary.

Mr. Lassoff, who was divorced is survived by two children, a boy 9, and a girl 12, who are in a private school in Los Angeles.

City Gives Generously To Seminary

With the campaign ending this week, St. Rita's team working in the fund-raising campaign for the proposed new seminary to be built in Ventura County to train Southern California young men for the priesthood, have already chalked up more than \$3,500 with an expected total of \$5,000 to be reached when all returns are in, according to an announcement made by Chairman J. J. Smurda at a meeting held Tuesday night at the parish hall.

According to Rev. Hyacinth Clary, pastor of St. Rita's, donations ranging from \$500 to \$10 have been coming in with several large donations received from non-Catholic friends of the parish.

Thirty-two men in all composed the teams that worked in relays throughout the city during the drive, and it was due to their work that the campaign was such a success, Father Clary said.

Growers Happy As Frost Danger Past

Happy over the fact that they haven't had one, local citrus growers were jubilant this week with word from Floyd Young, guardian of their crop, that there was no possibility now of a frost and that he was going to serve deciduous growers in the Northwest. Not a single smudge pot flared during the winter, he said, saving growers many thousands of dollars, while recent rains were worth millions. The latter brought Sierra Madre's precipitation to above normal, but nearly 10 inches below last year's total.

Publishers Coming To Preview Fete

City's Annual Festival To Open After Visit Of Newspapermen

A week of Sierra Madre's usual balmy weather following recent rains indicated that opening of Sierra Madre's annual Wistaria Fete was so close at hand that management of the Wistaria Vine Gardens on behalf of the city has invited the San Gabriel Unit of the California Newspaper Publishers Association to a luncheon and preview of the Fete next Friday afternoon. It is the monthly meeting day of the publishers of this area and invitations have gone out to newspaper folks as far as Santa Barbara and San Diego. They include many newspaper celebrities.

Blossoms have cracked and scores of varieties of trees have come into bloom during the week, but management of the Wistaria Gardens announced last night a definite date would not be set for opening of the 1938 Wistaria Fete until the great vine is well in bloom, so that visitors will not be disappointed as once happened when a rainstorm and cool weather came after the Fete opening had been fixed.

Huge blossoms are bursting daily, but it cannot be said that the vine is in bloom, nor will it be unless the delightful weather continues.

Wedding In Reno Surprises Friends Of Local Pair

There are at least two people in Sierra Madre capable of keeping a secret, for Mrs. Ellen Foote, of Ellen's Beauty Shop, and Fred LaLone, of the post office staff, were wed before many of their close friends were aware they were even having a romance.

The young couple quietly slipped out of town Friday and drove to Reno, Nevada, where there is no three-day marriage law and were wed Saturday evening.

Since their return Tuesday, the young couple are still as secretive about their plans for the future as they were about their wedding.

Observations

By Lee Shippey

THE P.E. does far more for us than we have any right to expect. Under the new schedule it even looks after our morals. It insists that we be home and in bed by midnight instead of by 1 a.m. Of course, if we are so unlucky as to miss the 11 o'clock car out of Los Angeles we may have to stay in Los Angeles or Pasadena all night, but the company does its best to reform us.

They say the company has to do this because it has never paid a dividend. The only dividend it has paid the public is the magnificent Huntington Library and Gallery of Art and the Huntington estate, somehow amassed out of a road which always lost money.

City Gives Generously To Seminary

With the campaign ending this week, St. Rita's team working in the fund-raising campaign for the proposed new seminary to be built in Ventura County to train Southern California young men for the priesthood, have already chalked up more than \$3,500 with an expected total of \$5,000 to be reached when all returns are in, according to an announcement made by Chairman J. J. Smurda at a meeting held Tuesday night at the parish hall.

According to Rev. Hyacinth Clary, pastor of St. Rita's, donations ranging from \$500 to \$10 have been coming in with several large donations received from non-Catholic friends of the parish.

Thirty-two men in all composed the teams that worked in relays throughout the city during the drive, and it was due to their work that the campaign was such a success, Father Clary said.

Growers Happy As Frost Danger Past

Happy over the fact that they haven't had one, local citrus growers were jubilant this week with word from Floyd Young, guardian of their crop, that there was no possibility now of a frost and that he was going to serve deciduous growers in the Northwest. Not a single smudge pot flared during the winter, he said, saving growers many thousands of dollars, while recent rains were worth millions. The latter brought Sierra Madre's precipitation to above normal, but nearly 10 inches below last year's total.

New Schedule Of PE Brings Protests Of Commuters

Under a new schedule that became effective on the Sierra Madre line of the Pacific Electric Railway on Monday there is no train out of this city after 11:05 p.m., and the last one for Sierra Madre departs from the Sixth and Main street P.E. terminal in Los Angeles at 11 o'clock instead of 12:15 as heretofore.

Shortening of the schedule of night trains caused a loud wail from Sierra Madreans, but their loudest protest was over the last cars in and out of the city at night. Many local citizens who do not have cars of their own say it will be practically impossible to attend concerts or legitimate stage performances in Los Angeles, or even in Pasadena, with any certainty that they will be able to return home the same night.

Changes under the new schedule include the first car out at 5:39 a.m., instead of 5:58 a.m. and a longer time between cars after 6:16 with trains leaving Sierra Madre after that hour at 7:26, 8:47, 9:55, and the last train at 11:05 p.m. Heretofore these trains left at 6:30, 7:06, 8:09, 9:09, 10:09 and 11:44.

Conservation Week To Be Observed At Grammar School

Major John Kaye, head ranger of Santa Anita Ranger Station, will show three feature pictures depicting wild life, forestry methods, and recreational projects of the national forests at the Sierra Madre grammar school, Monday afternoon, March 7, at 2 p.m. to assist in the nation-wide observance of Conservation Week from March 7 to 14.

These films are interesting not only to children, but to the grownups as well, who are cordially invited to attend the illustrated lecture given by the Major.

Following the showing of the films, Major Kaye will supervise the planting of a small sequoia or incense cedar procured by him from the forests for the Camp Fire girls who will use it in their tree-planting ceremony.

Thief Hits The Same House Twice

Two robberies in three days were reported to police by H. F. Hooper, Churchill Road and Fern Lane, who said Sunday his house had been burglarized on two separate occasions and two billfolds containing \$56 in money and checks taken while he slept in an adjoining room.

The first burglary occurred February 17 sometime about 7 p.m., the thief entering with a passkey. This was not reported to police until the second burglary Sunday night, when apparently the same thief returned.

Pasadena police returned one of the billfolds to Mr. Hooper, Wednesday stating it had been found under a billboard on Colorado street.

Christian Science Lecture Here On March 6

Dr. Walton Hubbard, C.S.B., of Los Angeles, California, will deliver a lecture on Christian Science Sunday afternoon March 6, at 3 o'clock in the grammar school auditorium under the auspices of the First Church of Christ, Scientist, of Sierra Madre. The public is cordially invited to attend the lecture which will be given free of charge.

Dr. Hubbard, a graduate of Chicago Homeopathic Medical College, practiced his profession in Wisconsin until 1910 when he began to devote his time to the study and practice of Christian Science. He served as a member of the church Board of Lectureship for ten years.

Don't Be Sorry

... if you are told that you can't vote at the municipal election on April 12 because you are not on the registry lists. Make sure of your registration.

You can't vote if you have not registered; if you failed to vote at the last election; if you have moved since your last registration or if you have or will become of voting age before the municipal election.

Girl Scouts Will Entertain Kiwanis

Miss Elizabeth Steinberger, principal of the Sierra Madre school aided by a troop of local Girl Scouts will present the program at next Tuesday's luncheon meeting of the Kiwanis Club. Dr. R. C. Simpson, program chairman announced at Tuesday's meeting.

"Green Lights," a motion picture flashed at Tuesday's meeting by Frank Edler, showed the various types of traffic signals used in the larger cities of the United States and the best methods of obeying them.

Mayor H. Clay Reavis was guest of honor at the meeting.

Council Race Looks Like Free-For-All

Petitions Taken Out For Five Candidates Including Incumbents

Ten probable candidates for the city council appeared this week when nominating petitions were taken out in behalf of five candidates, including Mayor H. C. Reavis, Councilmen Lester K. Layton and Warren O. Preston. The two other aspirants are Pat West, movie comic and A. J. Dewey, artist.

Considered likely to add interest to the municipal campaign that ends April 12, are Lawrence (Buster) Brain, outstanding young athlete who piloted the destinies of the city's leading baseball team last year. Pressure is being brought to bear on him to enter the race which gives every evidence of becoming a free-for-all.

Clarence Morrison, of Norm's Garage, is being urged to get into the fray by a group of young men and his friends assert that Albert N. Wheeling is almost sure to be a candidate.

Monday's Race Track Receipts Will Go To Charity

As an added feature to the 2nd Annual Charity Day at Santa Anita race track on Monday, February 28, establishment of the Charity Handicap with a perpetual trophy cup to pass from year to year to the owner of the winning horse has been planned.

This event means an added day of racing during the last of the season, and is sponsored by a committee headed by leading Shriner, Elks, Catholics and Jewish organizations.

The Charity Handicap will be the sixth race as is usual for feature events at Santa Anita. Uniformed organizations of the Shrine and Elks will lend color to the affair with the Al Malaikah band, patrol, chanters and temple guards appearing en masse as well as similar groups from the B.P.O.E.

All proceeds from admissions, pari-mutuals and concessions, will go to charities of youth sponsored by the Catholic and Jewish Welfare groups in association with Al Malaikah temple of the Shrine and the Los Angeles County lodges of the B.P.O.E.

Want Zoning To Hasten Building

Council To Name New Planning Commission At Meeting Monday

A special meeting of the city council will be held Monday night to elect a planning commission following a demand at Wednesday's meeting of the council that immediate steps be taken to adopt a zoning ordinance that will permit of home building operations here under the new HFAC home owning law.

"There are many building operations here waiting for adoption of a zoning regulation that will guarantee residential restrictions that are not now defined and be reason of which loans cannot be secured," said Layton, "and we should hasten the adoption of a new zoning law as quickly as possible."

Donald Tarr applied to the council for a permit to erect a service station at the northwest corner of Lima and Sierra Madre Blvd. It was referred to the commission to be appointed.

The council adopted a resolution designating four polling places for the April 12 city election, as is customary. Election officers will be named next week.

Revise Schedule Of Mail Collection And Delivery

Changes in railroad schedules occasioned by the placing of additional streamline transcontinental trains in service have caused a revamping of the time for closing outgoing and distribution of incoming mails at the local postoffice. The complete schedule in effect since Monday and until further notice is as follows:

In: 8 a.m., from all points; 11:05 a.m., from all points; 12:20 p.m., all points; 5:00 p.m., from all points.

Out: 9:30 a.m., to all points on Pacific Coast and air mail to all points; 11:15 a.m., to San Bernardino and all Eastern points; 5 p.m., to all points including air mail.

The time indicated is for receipt of incoming and departure of outgoing mail. Distribution of incoming mail will not be completed after the postoffice for half an hour after the time indicated. In like manner the pouches of outgoing mail will be closed half an hour before the time indicated.

BENEFIT

AUSPICES ST. RITA'S
ALTAR SOCIETYMonday, Feb. 28
8 p.m.

Card Games

— 500 —

— ALL GAMES —

PLENTY OF DOOR
PRIZES

School Auditorium

In a Social Way

CELEBRATE TWO BIRTHDAYS
AT THE ANDREWS HOME

Patricia Andrews celebrated her twelfth birthday on Saturday by having eight guests for luncheon. Places were marked by Valentine's, Lois Butler, Constance Johnston, Ruth Coit, Regina Andrews, Margaret Adwell and Raymond Andrews II.

The Valentine colors were carried out in the attractive two course luncheon which was served after luncheon the hostess and her guests adjourned to the Lyric Theatre in Monrovia to enjoy "Wells Fargo."

The twelfth birthday of Raymond D. Andrews II was celebrated on Thursday afternoon

with eight of his friends as guests at his home at 692 West Sierra Madre Blvd.

Guests included Jack Topping, Hubert Tuttle, Keith and Kenneth Summers, Earnest Weston, Albert Weston, Bert Embree, Regina Andrews and Patricia Andrews.

YOUNG FOLKS DINE HERE

DANCE IN ALTADENA

The social calendar reveals a prettily-appointed dinner and a following dance. This was when Miss Virginia Winston and Charles Winston, son and daughter of Mr. and Mrs. Leland J. Fogg of 409 West Orange Grove avenue entertained a group of 16 friends at the Wistaria Vine Gardens, Friday, all of whom were members of the Junior Assembly. Dancing at the Altadena Golf Club climaxed the evening.

VISITORS FROM NUTMEG

STATE ARE ENTERTAINED

Mr. and Mrs. Ralph Solury of 165 East Sierra Madre Blvd. have had as their houseguests, Mrs. Solury's nephew, Martin Scalzo and his friend John Carew, of Waterbury, Conn., who drove out for a three weeks' visit to the Southland. Mrs. Solury had not seen her nephew for 18 years and as this was his first trip to California, every hour was crammed with sightseeing tours and reunions with a large group of relatives.

A smartly-appointed buffet-supper was given in honor of the

visitors Sunday, to which about twenty guests, all from out of town, were invited. During the evening, the guests were shown three thousand feet of movie film, by one of those present, which represented a European tour.

CELEBRATE BIRTHDAY AT
VALENTINE PARTY

Saint Valentine offered the theme at a luncheon given by Mrs. Peter Thill of 59 E. Grand View avenue, honoring the birthday of Mrs. William J. Colligan of West Mira Monte avenue, whose birthday occurred on Valentine's Day.

Brilliant red flowers and fernery were used most effectively. Places were marked for the guest-of-honor, Mrs. J. Bangheart, Mrs. L. Borradalle, Mrs. Woodson Jones, Mrs. Julia Shannon, Mrs. John G. Russell and the

LADD FAMILY SEES FILMS

MADE ON CANADIAN TOUR

Mrs. W. J. Ladd of 258 Mariposa avenue, presided over a family dinner-party on Washington's birthday. Those bidden included her son and family, Mr. and Mrs. Paul B. Ladd and son John Paul, and Mrs. Ladd's parents, Mr. and Mrs. Wilson Bundy, all of Altadena. In the evening motion pictures of Mrs. Ladd's Canadian tour to Toronto and adjacent points were shown.

THIRTY ENJOY PARTY OF
THE ETERI CLUB

The Eteri Club, a Bible-study group composed of girls from Sierra Madre and nearby cities, met Wednesday night at the home of Miss Mary Sheriff, president, daughter of Rev. and Mrs. S. R. Sheriff, in North Auburn avenue, for supper and a program of play and study. More than thirty girls attended the affair and enjoyed the evening's fun.

DINNER PARTY HONORS

ARCADIANS

Another smartly-arranged dinner party was given by Mrs. Edward DeLong of 649 W. Montecito avenue last Thursday night in compliment to the birthday of Mrs. William Montgomery of Arcadia. The glow of tapers reflected the beaming faces of the honoree as she cut her cake. Among those present were Mr. and Mrs. William Montgomery and daughter, Miss Margaret Montgomery and Miss Frances Ebbs of Arcadia.

AT THE CHURCHES

Church of the
Ascension
(Episcopal)Rev. W. B. Heagerty, Rector
Rev. A. G. H. Bode,
Rector Emeritus

Sunday—

7:30 a.m.—Holy Communion.

9:30 a.m.—Junior Church and Church School.

11 a.m.—Morning Service and sermon.

On the first and third Sundays, Holy Communion at 11 a.m.

Congregational

Rev. Arthur O. Pritchard, Pastor

Chas. W. Kinnear,
Educational Director

"God's Big Family" will be the topic of the Pastor in honor of Brotherhood Sunday, at the 11 o'clock service.

Monday at 8 p.m.—Pasadena Civic Chorus and Chapel Singers will give a pre-Lenten concert under the direction of Robert Farley. All invited.

Tuesday—Woman's all-day sewing meeting.

Wednesday—7:45 p.m.—Fire-side Club at the home of Miss Elsie Gibson, 72 West Alegria.

Church school, 9:30 a.m.

Young People, 6:30 p.m.

Bethany Church

The Little Stone Church

Rev. Stewart R. Sheriff, Pastor

Sunday—

9:30 a.m.—Bible school. Classes for all ages.

11:00 a.m.—Morning Worship. Sermon by the pastor, "The Ministry of God's Mysteries."

6:30 p.m.—Christian Endeavor Societies. Missionary Sunday. Mr. Charlton of the American Sunday School Union will show slides of this home Mission work.

7:30 p.m.—Evening Meeting. Paul and Peter Voronoff speaking and showing recent pictures of Russia.

Tuesday, Missionary Society Day 10:30 a.m. to 3 p.m.—Men and women both invited. Morning

ter, Miss Margaret Montgomery and Miss Frances Ebbs of Arcadia.

SOCIAL NOTES

Mrs. Ada Thomas of 25 East Grand View avenue was a luncheon guest last week at the meeting of the Nonpareil Club of the Stanton Woman's Relief Corps of Los Angeles, of which she is president this year, held in the home of Mrs. Elsie Gage on Sunset Blvd.

An informal luncheon was given on Washington's birthday by Mrs. W. J. Lawless of Wistaria Vine Gardens, honoring seven friends. Places were laid for Mrs. J. Walter Young, Mrs. Paul Roeloff of Beverly Hills; Miss Mayta Palmera, Miss Laura Gaye, Miss Marjorie Hesse, Mrs. R. O. Cautin, and Mrs. Ellason besides the hostess.

A delightful dinner was given by the Ladies' Auxiliary of the Temple Beth Israel on Sunday at the church. About sixty members and friends were present. A luncheon and party will be given tomorrow at the home of Mrs. Lena Shapiro, 170 N. Adams street, at 12:30 o'clock.

Mrs. A. E. Pulling of West Montecito avenue with a group of friends from Sierra Madre, attended the concert given by the distinguished contralto, Marian Anderson, at the Civic Auditorium in Pasadena on Monday evening.

—Mildred Curtis Bolms

ROSIERUCIAN Secret Teachings are offered to those who seek to use them solely for the perfection of their inner faculties, and in the mastering of the daily challenges of life; the International Organization of Rosierucians will be happy to receive the requests of those who believe that worthiness and sincerity determine the right for one to have such wisdom; to them, a copy of "The Secret Heritage," a fascinating book, will be given without price; let this book guide you to the conservative plan whereby you may widen your scope of Personal Power. Simply address your letter to Scribe S. E. C. AMORC Temple, Rosierucian Park, San Jose, California. —adv.

Woman's Party For
Fine Arts Guild
Proves Success

Success beyond their expectations rewarded sponsors of a card party given at the Woman's club house Saturday evening by Mrs. R. W. Solomon and her committee in behalf of the Junior Fine Arts Guild. More than a hundred people were present, with fourteen tables of players.

A delightful program, arranged by Eddie Ranahan, formed a portion of the evening's entertainment. Among those participating were Carla Thayer and George Tyree, who gave a monologue. Refreshments were served by the co-hostesses: Mesdames Freda Miller Clatworthy, E. K. Bretherton, Elizabeth Turner and May Mason.

Plan's
MILLINERY
AND
DRESS SHOPDresses
Suits
Coats
Hats
Smart Styles
Moderately Priced
196 E. Colorado
PasadenaOLSEN'S
34 North BaldwinJunior Misses Crepe Sole Oxfords \$2.95
blue suede or white buckA Complete Line of HOOD Canvas 90¢ to \$1.75
Rubber Soled Foot Wear.

Assorted Colors.

TO CLOSE OUT

Men's (Big Yank) 59¢
Work Shirts

Munsing wear Hosiery

Guaranteed Shoe Rebuilding

Abreast of the
times in Health
ProtectionGERM-FREE
CLEANING

THIS progressive age in which we live, brought forth the demand for GERM-FREE CLEANING! Alert to the times... always striving to lead... we feature this process which is a step forward in the cleaning business.

This quality cleaning and health protection is yours with GERM-FREE CLEANING. Have none other. It costs no more.

Sierra Madre Tailors
CLEANERS & DYERS14 West Sierra Madre Blvd. — Phone 3
W. B. CRAIG TONY DELVESSBECKER'S
of Arcadia

DOLLAR DAYS

FRIDAY and SATURDAY
February 25--26Reg. \$1.95 and \$2.95
207 Wash Dresses \$1.00 ea

Sizes 12 to 44

Early Spring
Rayon \$3.95
FrocksHOSE
2 pr. \$1.00
Single pr. 65cFORMALS } 1/2 Price
19 Better DressesStore Hours
8:30 to 6 P.M. --- Saturday to 9 P.M.

HAPPY'S

LIQUOR STORE

Telephone 68

12 West Sierra Madre Blvd. FREE DELIVERY
OPEN EVERY DAY AND EVENING

NORTH CAPE CRUISES

June 29

44 Days

\$550 Up

RELiance

On the Famous Cruise Ship

July 2

45 Days

\$550 Up

Franconia

The Ideal Cruise Ship

Visiting Iceland, Norwegian Fjords, Finland,
Scandinavian Countries and RussiaOfficial Agents for All Cruises and
All Steamship Lines to Europe

NOW IS THE TIME TO BOOK PASSAGE

C. J. JONES STEAMSHIP AGENCY

383 E. COLORADO ST., near Euclid TErface 8026

Many People Are Starting
to Build Now
Let Us Help You

E. K. WOOD LUMBER CO.

38 East Montecito avenue

Telephone 23

"Wear-Ever" aluminum

SPRING SALE

4-PC. SAUCE PAN SET
Smooth bottoms. Easy-clean,
round corners. Covers, 94c extra.BUNGALOW COOKER
4 utensils in 1: Steamer, Pot-Roaster,
Cereal Cooker, Utility Pot.COVERED
SAUCE PAN SET
Easy-clean dome covers. Steam-
seal. Streamline handles. Smooth
bottoms. Round, easy-clean
corners. Will last for years.COVERED
SAUCE POT SET
Heat quickly and evenly; no "hot
spots." Save fuel. Foods taste
better.TEA KETTLES
Modern, efficient design. Easy-
tilt handles. 2-Qt., \$2.49 (Reg.
\$3.00). 3-Qt., \$2.98 (Reg. \$3.30).
5-Qt., \$3.69 (Reg. \$4.15).NOW IT CAN
BE TOLD!The true story of
the lovely, thrill-
ing Queen Vic-
toria, and her
fiery Prince
Consort, Albert.ANNA
NEAGLE · WALBROOK
H. B. WARNER
WALTER RILLAThe personal history of
a reign and romance that
changed the fate of mil-
lions!... Filmed in the
actual cities and palaces
where it all took place...
with many breathless
scenes inTECHNICOLOR
KODAK-RADIO PICTURE
ANDNIGHT WAITRESS
MARGOT GRAHAME
GORDON JONESDirected by Lew Lander, Associate Producer,
Joseph Henry Steple, KODAK-RADIO Picture
Plus Cartoon, News
Vaudeville on ScreenBuild Your
'Dream Home'
NOWTake advantage of the liberal terms available
through F.H.A. insured loans. The requirements
are both simple and easily met...

For further details call at our office.

BUILD YOUR HOME WITH RENT MONEY

SIERRA MADRE
SAVINGS BANK

Kersting Court

Phone 4

Member Federal Deposit Insurance Corporation

Old "Go Get It" Spirit Features Dinner To Newspaperman

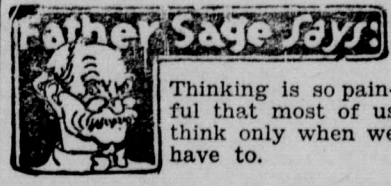
Another milestone in the career of William Headington Levings of 440 W. Montecito avenue, was marked by a dinner-party given in his honor by Mrs. R. W. Solomon of 657 W. Grand View avenue, at the Rainbow Angling Club in Azusa Sunday evening where guests caught the fish for their own meal.

The affair commemorated the entry of Mr. Levings into the world of journalism 33 years ago. A son of Illinois, he sailed through the Golden Gate with bright hopes for the future in the city of his choice, San Francisco.

He began his career as a cub

reporter on the San Francisco Examiner. February 20th, 1928, he became city editor of the Los Angeles Herald-Express, later being attached to the administration service.

And now, after having carved a definite place in this busy whirl which is the newspaper business, Mr. Levings feels the serenity of Sierra Madre will not come amiss. So he is a resident of this village of newspapermen, writers, poets and artists.



Thinking is so painful that most of us think only when we have to.

Sierra Madreans In High Places At Wilson Jr. Hi

Sierra Madre boys are taking an active interest in the Hi-Y Club of Woodrow Wilson Junior High school this semester. The recent appointment of Lorne Pratt as president, Francis Yoshimoto, secretary-treasurer, and John Ashmore as discussion leader makes it very nearly a Sierra Madre organization.

The new members include Russell Lovejoy and Stanton Irvine, who were chosen with the rest of the new members because of good scholarship standing and their interest in the club.

The staff of Wilson Junior High's paper, "The Wilsonian," reads like a roster of who's who in Sierra Madre's younger set. Shirley Shapiro heads the list as editor, and Lorne Pratt as assistant editor. Then comes Barbara Gerschler as girl's sports editor, Nancy Leag as proof-reader, and Paula Murphy as literary editor.

Reporters include Lorne Pratt, for drafting, printing and typing news; and Jean McCullagh for upper grade news.

We Are Equipped to Handle Any Size Job and Offer Quick Service. Get Our Prices on Job Printing—Sierra Madre News—Phone 48

What A Girl Sees Ramblin' 'Round

By Marjorie Hesse

OH . . . it's so pretty since the rains . . . the sky is blue and at night the lights of the valley shining so clear and beautiful . . . it is wonderful to gaze far off into our lovely valley and forget the clashing forces at work in the world . . . it makes one realize the asininity of hate . . .

George Pearson trying new effects with his flowers in front of his shop . . . bystanders goggle-eyed with excitement when Chief of Police McMillan scuffled with a vagrant . . . in a spectacular arrest the other forenoon . . .

"Tillie" Fox in a nervous dither with the howls of a stray dog who serenaded her from the front door of the newstand . . . Ellen Foote of Ellen's Beauty Shop and Freddie LaLone of the post office handing the town a beg, beg surprise with their recent wedding . . . Doris Goshorn . . . who is getting to be known as the "lady of the Camellias" because she invariably carries four or five camellias home with her each day . . . Seven out-of-state cars from as many different states parked at one time along the curb between the NEWS office and the Sierra Madre Savings Bank the other day . . .

Woodson F. Jones and R. E. Garland laughing at two dogs tearing around inside a parked car . . . We are sick of so much in the news today . . . half-witted juries . . . Hitler . . . Mussolini . . . Britain's waverings . . . two-bit politicians slaverings in the press—the whole undignified panorama that is the world today! We wish we could find a high peak somewhere—we think we would retire to it . . . In fact, we have heard of several people who are seriously preparing for the eventualities of the next war. One family by buying a mountain retreat and stocking it with groceries . . . and a young man by weighing the pro's and con's and enlisting in the National Guard so he will be an officer and not an enlisted man. We have come to the conclusion that we are never going to all our husbands (if and when of course) to bring us orange-juice to us in bed . . . for the other day we picked up a copy of the Times and a man accused of the horrible

murder of his wife in a certain famous murder case in a university town and freed by disagreeing juries . . . was grinning, fat and self-satisfied, from the pages and we shuddered and quickly turned over and there was another wife-slayer receiving the congratulations of jail-officials . . . and we remembered that both men had been rated "model husbands" and both men had carried morning orange-juice to their wives thereby impressing weak-minded juries . . . so we hastily decided that should our husband (as we said—if and when) ever bring us orange-juice we would get frightfully scared . . . and scramble right out . . .

We are fully pessimistic . . . we decide we must think of more pleasant things . . . A marine crossing the street to the P.E. station and exciting admiration of two young newsboys . . .

We have a young man who is very devoted to us . . . in fact, we are quite flattered with the care he takes of us each morning as he escorts us part way to the office . . . His name is Garold Perry, and he is all of seven dignified years . . . He calls for us all scrubbed and shining with his lunch-pail in his little fists and waits until we are ready . . . or we wait until he is ready . . . then we trudge off together . . . watches our clumsy feet over rough pavement (yes, Grand View avenue) and as he turns in at the school yards stops and gravely gives us explicit directions to get downtown, for he knows that we are foolish and rattle-brained . . . and might never arrive unless we have a wise head to guide us . . . This is our ceremony and if we depart from it each of us are desolated for the rest of the day . . .

FIND MANY WINTER SPORTS FANS AT BIG BEAR

Skiing enthusiasts who reveled in the forty inches of snow with which Big Bear decked himself out over the weekend were Mr. and Mrs. Weber Camp of 413 Mariposa avenue. Thousands of people, motivated by the same desire, were scattered all over the resplendent hills. Mr. and Mrs. Camp stayed at Stillwell's.

CITY IS HOSPITABLE

Dan Griner and John Mason, itinerants, didn't know whether to be relieved or sorry when picked up by the police, Thursday night, and lodged in jail. Griner and Mason, who were sleeping in Bailey Canyon, asserted they were on their way to Azusa to look for work and slept in the canyon "to get an early start." After spending the night in a warm jail they were speeded on their way by local officers Friday morning.

Colonel Holloman Says

Beautiful Spring Time is Here — Summer is coming — Birds are singing — Bees are Humming . . .

You, too, will sing and hum if you buy your Furniture at the

Home Furniture Store

115 E. Lemon St.

Monrovia

Business and Professional Directory

Contractor

William Lee Hibbs
General Contractor, Builder and general repairing
240 West Ramona—Phone 1021
State License 6827

Designers

DURHAM
DESIGNED
URABLE
HOMES
W. B. DURHAM
Sierra Madre

Dentists

Dr. J. L. Woehler
X-RAY - DENTIST
81 South Baldwin Avenue
(west to Post Office)
Telephone 45
Evenings by Appointment

Dr. Thos. Warden

DENTIST
Hours 8:30 to 12; 1:30 to 5
Telephone 186-1,
522 W. Sierra Madre Blvd.
Office Closed on Fridays

Physicians and Surgeons

Geo. W. Groth, M.D.
94 N. BALDWIN
Phone 20

M. H. A. Peterson, M.D.

Physician & Surgeon
Office, 66 E. Sierra Madre Blvd.
Phone 60—Residence Phone 78
Hours 2 to 4 p.m. Daily
except Saturday and Sunday
and by appointment

Samuel Philip Meyers, D.O.

Physician, Surgeon, Osteopath
527 WOODLAND DRIVE
Hours 9 a.m.-5 p.m., Evenings by
appointment. Phone, office 004.
Night phone Capitol 11710

Electrical Appliances

HOOVER ELECTRICAL
CLEANING, DUSTING,
ENSEMBLES
A. J. LYNN
Sierra Madre Representative
625 Manzanita Phone 58

Restaurants

Lizzie's Trail Inn

Delicious Chicken and Ravioli
Dinners
165 E. Mira Monte Avenue
Foot of Mt. Wilson Trail
Phone 2472 for Reservations

YOU CAN ALWAYS
get a good meal
at

Taylor's Cafe
419 South Myrtle Avenue
Monrovia

Get our prices
on your
JOB PRINTING
no matter
what size job you
want.

Attorneys

M. A. WOODWARD
ATTORNEY AT LAW
Office 99 Suffolk Avenue
Sierra Madre. Phone 72
Office Hours 9-12 a.m. & 7-9 p.m.

Osteopaths

DR. MARY GROTH
OSTEOPATH
PHYSICIAN & SURGEON
Physio-Therapy — Colon Irrigations
144 E. Highland Ave.
For Appointment Phone 285-1

Dr. C. L. T. Herbert

Osteopath
Office in Patio S. M. Hotel
TELEPHONE 57
Residence Phone 2024

Optometrists

Established 1907
William G. Barks, Opt. D.
Optometric Eye Sight Specialist
509 S. Myrtle Ave., Phone 173
Monrovia, California

Carl F. Bass

Optometrist
50½ Huntington Drive, Arcadia
Office Phone 585, Home Phone 539

Plumbing

Plumbing

and

SHEET METAL

**SIERRA MADRE
HARDWARE CO.**

31. W. Sierra Madre Blvd.
Telephone 98
Night: Phone 298-4

Bob Babbitt

Plumbing
Day & Nite Water Heaters
304 W. Sierra Madre Blvd.
Telephone 2882
Refrigeration

Harry S. Barrington

12 North Baldwin Ave.

Plumbing Repairs a Specialty

Federal Water Heaters

Telephone Sierra Madre 431

Mausoleum and Crematory

Mountain View

Mausoleum • Crematory • Columbarium
2300 N. MARENGO • TELEPHONE NIAGARA 1141 • PASADENA, CALIF.

Electrical Service

WIRING, REPAIRING
Thermador Air Heating
and Water Heaters
EBEP THOMAS

12-14 NORTH BALDWIN — PHONE 348-2

Contractor

Fred W. Richter
39 Victoria Lane
Telephone 272-1
Driveway, Street, Asphalt
Paving

IVAN KARALOFF

SCHOOL OF THE DANCE
Teaches all types of Stage and
Modern Ballroom Dancing
TUESDAYS, ONLY
2 to 8:30 p.m.
26 Windsor Lane, Sierra Madre

ARMSTRONG

—The Dirty Rug Cleaner—
HE CLEANS RUGS CLEAN!
Oriental and Domestic Rugs
Repaired

House of Armstrong

2620 E. FOOTHILL CO.3092

Health Foods

**Monrovia
Health Store**
Full Line of Health Foods
T. R. STEBBINS, Mgr.
113 East Lemon Ave., Monrovia

Santa Anita Riding Academy

27½ West Huntington Drive
Arcadia
English or Western
Special attention given to teach-
ing children
Arcadia 2820
W. J. Osterhout, Prop.

Telephone

Rent Paid?

DISCOUNT IF PAID BY 20th
Office Hours: 8 a.m. to 5 p.m.

Painters—Decorators

Geo. E. Hapgood
Painting, Decorating
Paperhanging
Spray Painting
Tel. NI. 1549 Pasadena, Calif.
863 N. E. Molino

Funeral Directors

**GRANT
Funeral Parlors**
201 W. Sierra Madre Blvd.
Telephone 93

Funeral Directors

201 W. Sierra Madre Blvd.

Telephone 93

201 W. Sierra Madre Blvd.

Telephone 93

201 W. Sierra Madre Blvd.

Telephone 93

201 W. Sierra Madre Blvd.

Telephone 93

201 W. Sierra Madre Blvd.

Telephone 93

201 W. Sierra Madre Blvd.

Telephone 93

201 W. Sierra Madre Blvd.

Telephone 93

201 W. Sierra Madre Blvd.

Telephone 93

YOUR HOME AND MINE

BY ANNE WILSON



Modern discoveries in various fields have disproved many ideas once firmly believed. So it is with light and seeing, about which scientific research has outmoded conceptions formerly regarded as true, such as:

The idea that seeing is done with the eyes alone. Experiments in scientific laboratories show that seeing affects the entire body, even the rate of heartbeat. An untold amount of nervous tension and wasted energy results from working in poor light.

The idea that you can safely appraise seeing conditions. The human eye actually is a poor judge of light for seeing, because it can see in light that is far too dim for easy seeing. Light now is measured scientifically with a light meter, which is a photo-electric cell marked with the intensities found by visual scientists to be needed for various seeing activities.

The idea that light that is good enough for one task is good enough for another. The truth is that the amount of light needed is in direct proportion to the difficulty of the seeing job. For example, sewing requires more light than playing cards. In the same way, reading a newspaper requires three times as much light as reading a well-printed book of larger-sized type.

The idea that one bright light on a book is all that is needed for comfortable reading. Visual scientists advise that the entire room be illuminated so that the contrast between the lighted book and dim surroundings, which results in eye-strain, will be eliminated.

A new tie every week with the money saved by Gas



It costs much less to cook, refrigerate and have automatic hot water with gas. In fact, this difference in operating cost frequently equals the price of fifty-two neckties, in a year's time. The savings vary, of course, with families, just as neckties vary in cost. But you can write this down in terms of dollars and cents: Gas saves money. And consider the marvelous service. Natural gas is dependable. It's fast. It does better work. Small wonder that so many people in this region are using the difference in cost to buy new gas appliances! Terms are attractive, too.

Another Gas Economy



The Simmer Burner—
saves gas, saves fuel

SOUTHERN COUNTIES GAS CO.

Natural Gas

— YOUR QUICK, CLEAN,
ECONOMICAL SERVANT

SIERRA MADRE NEWS

Sierra Madre, California
Established October 2, 1906

Published Every Friday
L. R. GOSHORN
Editor and Publisher

TELEPHONE 48
9 Kersting Court

Accepted as a newspaper of general circulation for publication of legal notices as defined by Section 4460 of the Political Code of California.



Member National Editorial Ass'n

Entered as Second Class Matter at the post office at Sierra Madre, California, under the Act of March 3, 1879. Official paper of the City of Sierra Madre.

Subscription rates: One year, \$2.
Six months, \$1.25; Three months, 75c

Wherefore have ye not fulfilled your task? Ex.V.14.

By putting off things beyond their proper times, one duty treads upon the heels of another, and all duties are felt as irksome obligations—a yoke which we fret and lose our peace.

—F. W. Faber

HEAVY TOLL

Consumers pay a huge toll to racketeers on practically everything they eat and wear.

These are the words of J. Edgar Hoover, famous criminologist and director of the federal bureau of investigation.

"Every time trucks are overturned and wrecked," Hoover says, "or food despoiled, or restaurants bombed, or storekeepers assaulted because they will not pay tribute to racketeers, you are the unfortunate ultimate consumer who must finally pay that tribute in increased costs."

Invisible taxes covering the cost of crime, Hoover estimates, place a burden of \$120 a year for every man, woman and child in America. To this amount, he says, should be added another huge sum in the form of tolls paid to racketeers representing, as he puts it, "taxes collected at the source."

WHAT IT COSTS YOU

Everyone who reads this newspaper and surveys the items displayed by its advertisers has probably popped the question to himself:

"Okay, looks like a bargain! But how much is this ad costing me?" It's an intelligent question. So let's take a peek behind the scenes with Paul S. Willis, one of the country's leading authorities on advertising. He knows ad costs from alphabet soup to zebra-skinned wall paneling!

Speaking of the former, we may as well start there. Of the amount you pay for the average well-known brand, only 35/100th of a cent goes for advertising expenses. Of the nickel you pay for one popular soft drink, only 1.57/100,000th of a cent goes into the ads which tell you about it. Of the amount you pay for a similarly publicized make of men's shirt, the manufacturer spends only 64/100th of a cent in advertising it.

Those microscopic particles of a penny are saying in figures—and proving—the adage that we all know in words: "It pays to advertise!" For without advertising there could be no mass production, and without mass production, the prices in the ads today would be vastly higher. That's the triple-threat combination which keeps Old Man Living Costs from stacking too much yardage against us!

Those one-thousandths of a cent you pay on the things you buy, help do the trick!

SOUNDS LIKE UTOPIA

Nobody pays any taxes. Lighting cooking facilities are free. Economic insecurity is a myth, and bill collectors are a legend.

This is not a politician's plat-form but the kind of life actually enjoyed by the 600 inhabitants on United States-owned Annette Island off the coast of British Columbia where fishing is everybody's business. It was described for Californians the other day by Roderick Davis, the island's good-will envoy, on his visit to this State.

But if this looks like the world's long-sought Utopia, California still manages to look like America's closest approach to that Isle of Prosperity. Just the other day it was revealed that California's farm families are decidedly tops in the nation in car ownership with the almost perfect percentage of 97 per cent, compared to Vermont's 73 per cent. Moreover, this was the only state in which farm families purchased more new than used cars. Elsewhere twice as many used, as new, cars were bought.

But a prosperous State rides not only on four wheels. It moves to the rhythm of the cash-register as well. And in that segment of economic life, rural and small town retail sales here in the West during the past twelve-month outstripped the rest of the nation's.

If we can't take fishing tackle and nets and leave for Utopian Annette island, we needn't deplore the fact. A look around discloses that we have a pretty fair brand of living right here at home!

RETURN TO REASON

Just one year ago a new craze held America in a paralyzing grip as Labor tried and tested one of the most powerful and deadly weapons which had ever been placed in its hands—the sit-down strike. Considerably tempered by some of the uses to which it was put by some overly optimistic elements in its ranks—who undoubtedly thought they saw the red dawn of revolution glowing behind yonder hill—Labor is this year displaying more temperateness and less temperance.

There is evidence that round-table parleys and face-to-face discussions between employers and workers in the big industries are gaining ground as the first intelligent step in settling points of dispute. United States Steel and its employees have successfully negotiated another contract between themselves. A similar contract appears to be in the making between General Electric Company and its workers. Thus far the conference table is leading over picket-lines!

CALIFORNIA GEYSER RIVALS YELLOWSTONE

A California geyser, rivaling some of the most famed spouts of Yellowstone Park, is one of the newest natural wonders in the high Sierra region. Spouting a six-inch column of water and steam to the height of 90 feet, the flow has been continuous since a slight earth tremor in Mammoth Lakes region in December. The sight is only a short distance from Camp High Sierra, near the junction of the Mammoth Lakes road with the Bishop-Reno highway.

ALMANAC



"It is no joke to bear with a man who is all jokes."

FEBRUARY

26—The Chesapeake and Delaware Sea-Level Canal was opened to traffic, 1927.

27—Henry W. Longfellow, poet, born, 1807.

28—The charter for the 26th and 27th Ohio Railroad granted, 1927.

MARCH

1—Yellowstone established as a national park, 1872.

2—The famous "Missouri Compromise Bill" passed, 1820.

3—Coinage of three-cent pieces authorized, 1851.

4—Coolidge dam in Arizona is dedicated, 1930.

BIRTHDAY GREETINGS

THE NEWS extends birthday greetings and its best wishes this week to the following Sierra Madrenes, whose birthdays are indicated . . .

Alice Anderson	Feb. 27
Mrs. Lillian Clarke	Feb. 27
Edgar W. Camp	Feb. 27
Barbara Sorelle	Feb. 27
Albert McClosky	Feb. 28
Marietta Meigs McCoy	Feb. 28
Charles C. Bodine	Feb. 28
Wm. F. Corbett	Feb. 29
Mrs. C. A. Allen	Mar. 1
Madge Alley	Mar. 1
Mrs. Jack Buchan	Mar. 1
Mrs. A. G. Davis	Mar. 2
Miss Jane Sanders	Mar. 2
Mrs. Ida M. Cobb	Mar. 2
Rehge L. Schulze	Mar. 2
Lorne Pratt	Mar. 3
James Barnes	Mar. 3
Mrs. Geo. P. Rikeman	Mar. 4
James Hawks	Mar. 4
Mrs. A. Johnson	III Mar. 4

The Commuter

By Anne Arnold

BECAUSE there is no announced and centrally directed boycott of Japanese goods in these United States, do not be misled into the belief that American women are not showing their disapproval of Japan's undeclared war in China and the barbarous manner in which it is being waged against women and children. On the subject during the Christmas holiday season. Maybe that is why I have been alert to find further evidences of it since that time. And I have found plenty.

At a bridge party Monday night, for instance, I was one of 24 women to sign a pledge that we wouldn't wear a silk dress during the period of the war, that we would forego wearing silk hose excepting on the most dressy occasions and that we would content ourselves with rayon and other materials instead of real silk lingerie.

The very next day I came out from Los Angeles in a big red car and from my seat I immediately behind two San Marino women I learned that there is a similar widespread movement in the neighboring community. But from their conversation I found they are going much further than we proposed. They have extended their boycott to any and everything made in Japan—matches, light bulbs, china and whatnot.

Their campaign of resentment, it seems, is patterned after that started among the society women of Washington, extended up into New England as far as Boston and now, according to the ladies, is sweeping the South like wildfire. I was ignorant of all this, poor soul, but as they talked of the Southern women banding together to wear only cotton dresses, sheer broadcloth underthings and such, I could understand the zeal with which such a campaign would be waged in a part of the country where cotton is the chief product.

My first intimation that women are quietly protesting against atrocities in the Orient came while riding into town one morning a few days before Christmas. A man and a woman of our town were discussing the subject of which I was in entire ignorance. It was deeply impressed upon me in a Los Angeles restaurant at noon that very same day. As I plopped into a chair I heard the woman seated at an adjoining table tell the waiter that she would order in a few minutes, that she was waiting for her sister, who was momentarily expected, from Ojai, and that they were going on their Christmas shopping expedition.

In due time the sister arrived. They exchanged greetings, ordered lunch, inquired about each others family, etc., and then got down to the serious business of mapping their shopping tour. Both produced lists and note books and they went to it. "I suppose," said the Ojai sister, "you will follow your usual custom and do most of your shopping at —'s," mentioning the name of a big Japanese importing house. "On the contrary, I have no idea of going near the place," answered the sister who was evidently a resident of Los Angeles or some nearby city. "I shall buy nothing this year. I ever, that is made in or comes from Japan," she continued, and from the subsequent conversation I could not help know that she had made a habit for some years of buying Japanese art goods for various members of the family and for friends—that she had been building up a line of Japanese decorative schemes in at least three or four households. But that this was all off there was no doubt in my mind, for she spoke with great determination. I wonder if the Japanese war lords are feeling this quiet campaign of protest that surely must be affecting Japanese exports and, therefore, business.

The... Watch Tower

By Perley Poore Sheehan

HOW the Past and the Present merge—and the Future too, most likely. To such an extent that—well, you know what Ecclesiastes, the Preacher, says: "The thing that hath been, is that which shall be, and there is no new thing under the sun." Not even in heaven—or hell—to one who has led a moderately long and active life. Even here in Sierra Madre, we thought, as we worked at the paving of our lych-gate. Remembering the old Cathedral Builders. Not one of whom has left a record of his name. Yes, a Bishop here, a Cardinal there. But these were not the Builders.

THEN, down the green hill from St. Rita's fine church—so like one of those grand Mission churches of the Franciscan Fathers, with its Spanish front rising above the bright green pepper-trees and shining white against the dark blue mountains; down this green hill came a friend I had stopped at St. Rita's to say a Rosary, she told us. And that, she said, was a sign that she still had faith in spite of more disappointments than she cared to count. And she'd heard a story. From one of the Sisters. Up there at the church. Would we care to hear it? She knew we would. Would you? Read on.

THERE was a photographer. A good man, and highly skilled; a lover of Nature, a lover of Beauty; but with no bent at all for the Church—practically a pagan. And he'd been up in our lovely Sierra Madre Canyon with his camera getting shots of this and that, recording his takes by numbers as he went along. And there was No. 8. That was one of the only ones he couldn't quite explain. Couldn't quite explain why he'd shot it; or what it was he'd been aiming to get; if anything. It was as if he'd made the exposure by accident, or as if his hand had obeyed an impulse not his own.

HE explained this to the friend who was going to develop the films. "You'll find the others pretty good," he said, "but I'm afraid No. 8 will turn out to be a dud." A remark the friend forgot until that night in his dark-room. When, under the ruby light, this No. 8 began to develop strange lights and shadows. Then a contour. It was another canyon-shot. But this differed from the other views in that this one was really a portrait with a woodland setting. A portrait of a woman. The photographer had believed himself to be alone. And the portrait was that—of our Lord and Master.

SO the Sister told our friend. Making us think—making us think. Of the times "He" must have felt the need of getting off by Himself. "Into the woods my Master went . . . That's the poem by Sidney Lanier. And how, while there, 'the little gray leaves were kind to Him,' and 'the elves they were not blind to Him.' We see no good reason why 'He' should not have been up there in the woods of our Sierra Madre Canyon that day. No, nor why there shouldn't have been an interested elf to furnish that saving impulse to the photographer's hand. What are elves for?"

BUT—as to the merging of the future. There was another Sister mentioned where the photographer friend. A Sister famous in Europe for her prophecies. Prophecies to remind you of those so prevalent 2000 years ago—early in that first century A.D.—then when also something like the End of the World was so confidently expected. Dire and wonderful tidings. Not merely for others. For ourselves. America, to be annihilated almost, in—as we remember it—the year 1940. And does this disturb us? Not in the slightest. Although the prediction may well be true.

FOR there is this to be said about these seeming wholesale tragedies. Even to the wiping out of entire nations. Such as may have occurred in the legendary Flood or with the sinking of Atlantis. No matter how great the chorus. Death plays a solo. Though a million die, or a hundred million, all in one single moment, each man and each woman and each child of that multiple myriad dies—alone.

ALONE? Maybe not. Maybe not. We remember that photographer. And in our questing here and there this week we came again on that fine old poem by Elizabeth C. Clephane (a poem dated 1868), entitled, "There were Ninety and Nine." Remember it? Telling how the Shepherd went to look for a lost sheep and "heard its cry, sick and helpless and ready to die." Then "as he came through the mountains, thunder-riven, and up from the rocky steep, there arose a cry to the gates of heaven. 'Rejoice! I have found my sheep.' And the angels echoed around the throne, 'Rejoice! for the Lord brings back His own.'"

A single steel company spent more than eight million dollars last year in research work to create new products and more employment. Sixty-four buildings housed the laboratory activities of the company and the money spent in research totalled \$8,400,000 during the year.

Case and Comment

By Charles B. Showalter

(Editor's Note: The opinions expressed herein are those of Mr. Showalter and do not necessarily reflect the attitude or opinions of THE NEWS.)

A HIGH government official, one prominent in the New Deal administration, issues to the American people a threat to the effect that private industry must take care of the unemployed or the government must take over the business of the country.

There can be no question, of course, that he spoke with the full sanction and approval of his Chief, the President. This leads to the question—is this just a bluff, to further browbeat and bludgeon business, or is it an announcement of the intention and settled policy of the President and his administration?

If, indeed, such is Mr. Roosevelt's intention, no graver calamity could confront the American people. It would wreck the American people as it would also wreck their government. Even an attempt at such a move would be a catastrophe of major proportions.

From the standpoint of common justice and fair play, it is a little difficult to reconcile the actions of the President and his advisors in wrecking business with their economic fallacies, and their demanding that business men repair the damage. And yet when the administration shows any disposition to treat business men with any degree of fairness? The New Deal policy from the beginning has been to harass, to hamper, to hinder, to restrict, to make profits uncertain or impossible. To make a profit brands one an economic royalist. And to squawk "economic royalist" makes lots of votes.

Every move of the Administration so far points to a consummation of this deadly Socialist-Communist doctrine—taking over industry by the government. We are forced to conclude that such is the New Deal objective.

If the business of this country is taken over by the government we will have the same appalling waste and inefficiency in the management of the country's business, as we have had these past five years in the management of the business affairs of the government. The administration has defied or ignored every known economic law. They are running the country in debt to the tune of 10 to 20 million dollars per day. They have added some 15 thousand millions of dollars to the public debt, gaily disregarding the day of reckoning. They have made the most colossal failure of government in recorded history. What would they make of the basic industries of our country? If they fail so disastrously in the affairs of government, can anyone expect they would, or could manage business efficiently or profitably?

It takes many years of training and experience to make a successful business executive. Railroad presidents, bank presidents, presidents in oil, steel, automobiles, textiles, merchandising, and a thousand other lines, have grown up with the business in which they are engaged, and know it from top to bottom.

Install a swivel chair artist from Washington, whose only recommendation is an ability to control votes—in the executive office, and then what?

Your government owned and government managed business ceases to be a taxpayer and becomes a tax eater. Political mismanagement runs into deficits which the taxpayer must meet. And the burden of taxation has already become confiscation.

Mr. Roosevelt and his advisers learn nothing by experience. They are so cock-sure that they possess all the wisdom of the ages, that hard, cold facts mean nothing to them, as against their beautiful text book theories borrowed from Carl Marx, Lenin, Stalin, Hitler, Mussolini and others.

Well, here is one hard truth that cannot be set aside or evaded. It comes out of the age-long experience of the human race—"Political management in business affairs spells complete and irretrievable disaster."

What would happen to oil or steel or the automobile industry, or mining, or any other industry, if the mismanagement, the inefficiency, the graft and criminal waste, of (for example) the National Relief Administration were applied to that particular industry? It doesn't take much gray matter to figure it out that business would soon fold up and the employers go on relief.

David Lawrence tells us that all the reserves of all the business in the country, if converted into cash, could not care for the payrolls of industry for more than one year. That being so, how could we expect private industry to operate and absorb the unemployed unless they are permitted to operate unhampered, full steam ahead, on the basis of assured profits? For it is out of profits that employees must be paid.

Any other system spells destitution and despair, for employer and employee alike.

Father Sage Says:

Nothing turns out right unless somebody makes it his job to see that it does.



SEE WHERE

Out of the Pacific Northwest comes another Little Business-men's program, but in lighter vein than the earnest session held recently in Washington. Three small enterprisers of Seattle announce that what the country needs to do about the recession is to sit down, open its vest buttons, and "laugh it off." With inflating optimism, they are organizing a National Laugh Club and ambitiously hope that local lodges will dot the nation's landscape. It's their belief apparently that the quality of laughter, like the quality of mercy, "is not strained, it droppeth as the gentle rain from heaven." And in a democracy, its sound is wholesome, welcome and refreshing!

Tourists brought more money into Southern California this winter than they did last year, the previous record year in tourist volume, an All-Year Club report revealed this week. "An analysis of January motor arrivals shows they outnumber any previous January by more than 20 per cent," Don Thomas, Club managing director, declared. "Since November 1, 429,255 money spending vacationists have arrived in Southern California, an increase of 5 per cent over the same period last winter."

Sierra Madre was allotted \$2,104.22 through the apportionment of motor vehicle license fees to which the Government promises cities during 1937, while \$495-

468.99 went to Los Angeles county under the law which provides for the apportionment of funds to cities and counties on a population basis. Total allotment to cities throughout the state amounted to \$2,547,350.78.

H. C. Busch, of Chico, wed 60 years ago this week, gave his formula for happiness—"You can't be right all the time," he said.

The first pneumatic tire for an automobile was produced in 1896 in a factory employing only a handful of men. Today it is estimated that more than a million persons are employed, either directly or indirectly, producing materials for which about 1,225,000,000 pounds of rubber are required annually.

There's an interesting fact about the Social Security Act being discussed at Washington. Someone has figured out that for the tax money paid out for the tax money pension fund, he could receive a considerably larger annuity from a private insurer than from the government. For example, if a young man in 1949, when the tax has been graduated to 6 per cent, begins work and earns \$3,000 a year, he could, with his money and the tax paid by his employer, get an annuity of \$147.35 from a private insurance company instead of the \$35 which the Government promises him.

First Church of Christ, Scientist

SIERRA MADRE, CALIFORNIA

ANNOUNCES A

Free Lecture on
Christian Science
Entitled

"Christian Science: Its Healing Ministry"

by
DR. WALTON HUBBARD, C.S.B.
LOS ANGELES, CALIFORNIA

Member of the Board of Lectureship of The Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts

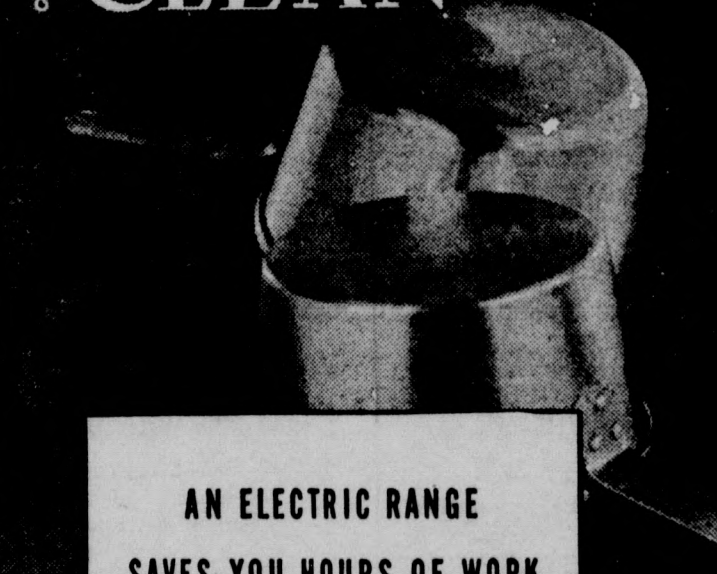
In the Sierra Madre Public School Auditorium
CORNER AUBURN AND HIGHLAND AVENUES

Sunday Afternoon, March 6, 1938

At Three o'clock

THE PUBLIC IS CORDIALLY INVITED TO ATTEND

Electric Cooking is CLEAN



AN ELECTRIC RANGE
SAVES YOU HOURS OF WORK

When you use an electric range, you cook with a heat as clean as your electric light. Pots and pans gleam like new. Walls and woodwork are bright and shining. . . kitchen curtains are fresh and crisp. The range itself is as easy to care for as a china plate. A whisk with a damp cloth keeps its porcelain surfaces spotless. . . ovens have no sharp corners to collect spilled foods. . . controlled heat prevents dishes boiling over or sticking. Thousands of homemakers say their kitchen labor has been lightened since they use an electric range. See the new models now at your dealer's.



SOUTHERN CALIFORNIA EDISON COMPANY LTD

Vegetable and Flower SEEDS

(Ferry's, Fraser and Aggeler and Musser)

Bandini Cow and Steer Manures

Complete Stock of Commercial Fertilizers Gro-Rite, Gaviota Vigoro

BABY CHICKS, March 4th

Dog Remedies

Pittsburgh Paints and Wall Paper

Linoleums

WELCH'S FEED & FUEL

43 North Baldwin Free Delivery Tel. 1831

NEW INN OPENED ON FOOTHILL BLVD.

A clever new inn, El Jardin, has been opened recently on 3088 E. Foothill Boulevard. Mrs. Ollie Miller, one of the owners brings to it an excellent background gained from her management of several school cafeterias in Alhambra. Strikingly decorated in gay, bright colors, El Jardin, specializes in chicken and steak dinners.

HEALTH is WEALTH!

A trite old saying, but none the less true. The only real bankrupt is the person who has heedlessly let his store of Health dwindle and disappear. Guard Health! Your most precious treasure. To keep in the High-way of Health consult and co-operate with your Physician, and when he gives you a prescription, bring it to this pharmacy, where only skilled pharmacists do the compounding.

HARTMAN'S PHARMACY

Telephone Sierra Madre 25



Pancake Breakfast Signals Lent's Arrival

With the approach of Lent, the old English tradition of celebrating Shrove Tuesday, March 1, will be resumed again after a lapse of a couple of years, by Mrs. A. E. Pulling of West Montecito avenue at her home, in the form of a Pancake Luncheon-Breakfast. The John Ruskin Chapter of the Daughters of the British Empire in Sierra Madre will be benefitted. The repast will be served between 11 and 1 o'clock and Mrs. Pulling will greatly appreciate reservations being telephoned to her home.

MERRILL JENSEN TO BECOME A MINISTER

Merrill Jensen, son of Richard S. Jensen of Grand View avenue has been installed as secretary of the Alpha Gamma Nu fraternity at the University of Redland. A senior, upon graduation, Jensen plans to go into the ministry.

LEGAL NOTICE

ORDINANCE NO. 385

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SIERRA MADRE REPEALING ORDINANCE NO. 298 OF SAID CITY OF SIERRA MADRE AND CREATING A PLANNING COMMISSION OF SAID CITY OF SIERRA MADRE AND PROVIDING FOR THE POWERS AND DUTIES OF SAID COMMISSION.

THE CITY COUNCIL OF THE CITY OF SIERRA MADRE DO ORDAIN AS FOLLOWS:

SECTION 1: That Ordinance No. 298 of said City of Sierra Madre entitled: "An Ordinance of the Board of Trustees of the City of Sierra Madre creating a City Planning Commission for said City and providing for the powers and duties of said Commission," adopted February 25, 1926, be and the same is hereby repealed.

SECTION 2: That a Planning Commission of said City of Sierra Madre be and the same is hereby created, which Commission shall consist of nine members as follows:

Six members, not officials of the County of Los Angeles, State of California, or of said City of Sierra Madre, shall be appointed by the Mayor of said City of Sierra Madre, with the approval of said City Council;

The City Engineer or his designated deputy shall be a member ex-officio;

Said City Council shall select two other officials and appoint same as members of said Commission, one of whom may be a member of said City Council, which officials or their designated deputies shall be members ex-officio of said Planning Commission.

SECTION 3: Of the members of said Planning Commission first appointed, as hereinabove specified, except ex-officio members, two shall be appointed for terms of one year; two for terms of two years, one for the term of three years and one for the term of four years. Their successors shall be appointed for terms of four years.

If a vacancy shall occur otherwise than by expiration of term, it shall be filled by appointment for the unexpired portion of the term. The terms of ex-officio members shall correspond to their respective official tenures.

SECTION 4: Said City Planning Commission shall be governed in all respects, and perform the duties prescribed by that certain Act of the Legislature of the State of California known and designated as The Planning Act and of all Acts amendatory thereof or supplementary thereto.

SECTION 5: The immediate adoption of the foregoing Ordinance is urgently required for the preservation of the public peace, health, safety and for the specific reasons that said City of Sierra Madre is without a properly appointed Planning Commission and the immediate appointment of a Planning Commission is required in order that said Planning Commission may function and that the City Council of said City of Sierra Madre may take steps to adopt an Ordinance providing for the zoning of said City of Sierra Madre in accordance with said The Planning Act.

SECTION 6: The City Clerk shall certify to the adoption of this Ordinance and shall cause the same to be published once in The Sierra Madre News, a weekly newspaper published and circulated in said City and thereupon and thereafter the same shall take effect and be in force.

The foregoing Ordinance was adopted at a regular meeting of the City Council of said City of Sierra Madre held on the 23rd day of February, 1938, by the affirmative vote of at least four Councilmen, to-wit:

AYES: Councilmen: Reavis, Miller, Preston and Layton.

NOES: None.

ABSENT: Councilman Froelich, and signed and approved, this 23rd day of February, 1938.

H. C. REAVIS Mayor

ATTEST: WAVERLY E. PRATT City Clerk.

'Captain's Dinner' To Be Held By Bethany C. E. Tonight

The Christian Endeavor Society of Bethany Church will stage a "Captain's Dinner" in Bethany Hall at 6:30 tonight.

As the guests file into the dining room a crowd of merry singing waiters will sing "Anchors Aweigh." The waiters are Betty Lou Lacey, Lizette Annas, Juanita Thompson, Betty Mai Spillar and Ruth Coit.

Roy Creighton, field secretary of the Los Angeles County Christian Endeavor Union, will talk on "Christ Our Pilot." Ed DeLong will present a skit, "Columbus Discovers America," and Lou McQuinn of Burbank, will lead the community singing.

ALTAR SOCIETY HOLDS FOOD SALE TOMORROW

St. Rita's Altar Society has completed plans for another delightful card party to be given Monday evening, February 28, at 8 p.m. in the auditorium of the church school.

The committee in charge consists of Mrs. John Smurda, Mrs. John Russell, and Mrs. George Otto. The purpose of the affair is to raise necessary funds for the purchase of materials for the coming Wistaria Fete. Pinochle, 500 and Bunko will be played as well as bridge. There will be ample door prizes and refreshments. All friends are cordially invited.

BIRTHDAY GREETINGS

THE NEWS extends birthday greetings and its best wishes this week to the following Sierra Madreans, whose birthdays are indicated...

Lee Shippey Feb. 26
W. J. Schiltz Feb. 26

WANT ADS

WORK WANTED

FURNITURE repairing, carpentering, painting and general repairs, door locks and windows. Call, The Handy Man. Phone 334-1. B. A. Platte. 39:1fa

CARE of children—day or hour. Transportation; 25c hour; \$1.50 day. 657 Brookside Lane. Tel. 1593. —23*a

HANDYMAN wants work, repairing, painting; yard work. Tel. 131-4. —17*a

GENERAL Carpenter Work, furniture repairing, saw filing. 262 Santa Anita Court. Phone Pinkerton 1534. 48:a

HELP WANTED

RELIABLE MAN WANTED to call on farmers in Downsville County. No experience or capital required. Steady work. Make up to \$12 a day. Write Mr. INMAN, 426 Third St., Oakland, Calif. —22*b

For Sale Real Estate

NEW Stucco House; 2 bedrooms; 2 car garage. Lot 100x120. Terms. 487 E. Montecito. —23*c

FOR SALE—Modern seven room home, four lots, all kinds of fruit, beautiful location. Tel. 2241 for appointment. —22*k

RENTALS

ATTRACTIVE APT., close in; Private bath. 34 N. Hermosa. Phone 253-2. 23:d

FOR RENT—Apartment for neat single man. Happy Family Hotel. Phone 012. 23:d

FOR SALE MISCELLANEOUS

BEAUTIFUL \$200 bed room set for \$75; almost new. Call 161 North Lima. —23*e

SIMMONS Studio Couch, almost new. 123 E. Sierra Madre Blvd. —23*e

FOR SALE—Prosperous beauty shop in fine location; beautiful fixtures; long established; money maker. Call Ellen's Beauty Shop, No. 5 Kersting Court. Phone 87. —23:e

FOR SALE—Single-wheel baggage trailer with locked cover. No license required. See it at Carl Hansen's Garage. —22*e

LOST & FOUND

LOST on S. M. Blvd., hand bag. Finder keep money, return papers to 507 Brookside Lane. —23*g

LOST—Pointed black fox at Woman's Clubhouse Wednesday; return to Mae Stanley Mason, 91 E. Laurel or call 406. Reward. 23:g

ROOMS --- BOARD

PLEASANT sunny room outside entrance. 341 N. Auburn. —23*h

ROOMS for rent with or without Cooking Privileges. Call 1401. —19:h

MISCELLANEOUS

COMMERCIAL Fertilizers; cow and steer manures; peat, etc. Ward Nursery & Florists, Mt. Trail and Laurel Ave. Phone 1614. —22:i

Piano Instruction

MRS. A. D. Cain, Piano Instruction; thorough, rapid method. Lessons \$1. Call 1581. —23:p

PTA And Kiwanians Provide Tooth Clinic At School

A dental clinic for children unable to afford private dental care was held recently at Sierra Madre Grammar School under the auspices of the Sierra Madre P.T.A. and the Kiwanis Club. In five days the clinic resulted in correction of 120 total defects. The P.T.A. provided funds for three days work of the clinic and the Kiwanis Club the remaining two.

MAE WEST'S BEST FILM AT LYRIC THEATRE

While Mae West doesn't have Charlie McCarthy appearing opposite her in "Every Day's a Holiday" which starts today at the Lyric theatre, in Monrovia, she does have Edmund Lowe. This is said to be the naughty Mae's best picture in a long time. On the same bill with Mae is "Bad Man at Brimstone" starring Wallace Beery in one of the characterizations that have made him "tops" in cinema-land for 10 these many years.

ALTAR SOCIETY HOLDS CARD PARTY MONDAY

St. Rita's Altar Society will hold a food sale tomorrow, February 26, at the North Baldwin avenue Safeway Store. The hours will be from 9:30 a.m. until sold out. The good cooks of the parish have been hunting up some mighty fine recipes for cakes, salads and other delicacies.

ARE YOU "KEMI-KULTURE" MINDED?

Grow plants and flowers in your own home without soil. SPECIAL OFFER—complete outfit ready to use, consisting of: "Kemi-Kulture" Tank Farming Hand Book, "Kemi-Kulture" Powder, 8 in. glazed pot (various colors) and patented tray. COMPLETE OUTFIT only \$5.15 tax included. KEMI-KULTURE Products Co., Inc. 616 S. Figueroa St., Los Angeles

An Evening Chock Full of Fun

JOE JORDAN'S TAVERN presents "THE DRUNKARD'S DAUGHTER" AND AFTER SHOW

Nightly except Sundays and Mondays (Club Night)

1955 EAST COLORADO, Corner Berkeley (Formerly at 3560 E. Foothill)

Reservations: HUDSON 4522, Capitol 8013

WASHINGTON THEATRE

Washington at Lake PASADENA

Ph. Sterling 0140

Adults 30c Children 10c

Friday, Saturday, Feb. 25, 26

LESLIE HOWARD BETTE DAVIS OLIVIA DEHAVILLAND in "IT'S LOVE I'M AFTER" — AND —

"HOPALONG RIDES AGAIN" with WILLIAM BOYD

Sun., Mon., Tues., Wednesday February 27, 28, March 1, 2

IRENE DUNNE CARY GRANT — in —

"THE AWFUL TRUTH" — ALSO — "THOROUGHBREDS DON'T CRY"

with JUDY GARLAND MICKEY ROONEY and SOPHIE TUCKER

ARCADIA

44 E. Huntington Ph. 2661

Phone 2661

Bob Sprowl, Manager

Friday, Saturday—Feb. 25, 26

LILY PONS and JACK OAKIE in "HITTING A NEW HIGH" — ALSO —

PETER LORRE in "THANK YOU, MR. MOTO" — AND —

THE MARCH OF TIME in "IN NAZI GERMANY" SILLY SYMPHONY IN COLOR

Sunday, Monday, Tuesday February 27, 28 and March 1

IRENE DUNNE and CARY GRANT in

"THE AWFUL TRUTH" — ALSO —

"Daughter of Shanghai"

J. Shelton Gordon BUILDER

It is safe. It is wise. It is profitable to own a home under the new FHA plan. For courteous assistance call J. Shelton Gordon, builder.

3420 E. Foothill WA. 5925

Ornamental Shrubbery

35c up

Shade Trees Large Sizes \$1.50 to \$2.25

Fruit Trees 50c up

WARD NURSERY & FLORIST

Mountain Trail at Laurel Phone 161-4

CASH LOANS

AUTO SALARY

FURNITURE EQUIPMENT

REAL ESTATE

YOU WILL LIKE OUR COURTEOUS AND CONFIDENTIAL SERVICE

No Brokers - No Insurance - No Co-Signers

Your loan can be closed the same day as application made

SOUTHERN FINANCE

1655 East Colorado — Pasadena — Wakefield 4171

Open Evenings by Appointment

CENTRAL MARKET

CHAS. E. DAVIS FREE DELIVERY TWICE DAILY

38 WEST SIERRA MADRE BLVD. PHONE 97

Notwithstanding lower prices we are maintaining our same quality

LAMB SHOULDER 18c LAMB LEG 27c

SWIFT'S DIXIE BACON 1 1/2 pound pieces Whole lb. 25c

WILSON'S TENDER MADE HAMS or Half lb. 34c

RATH'S TENDER PICNICS Only lb. 24c

FANCY STEER CHUCK ROAST lb. 20c

Wilson's KORN KING BACON lb. 35c

VEAL, BEEF and PORK Fresh ground for loaf pound 25c

SIERRA MADRE DRUG CO.

36 West Sierra Madre Blvd. Phone 40



Accidents will happen! Be prepared for them.

Bathing Alcohol — Tr. Iodine — Camphorated Oil — Milk Magnesia — Mineral Oil — Bandages We don't buy the CHEAPEST drugs for our customers but the BEST.

A \$3.50 VALUE FOR ONLY \$2

A \$1.50 Super-Activated Salon Cream included with \$2.00 All Purpose Cream — Colonial Dames

Ask for Gold Medal Ant-Acid Powder for Stomach Distress

Phenobilin Tablets, 75c per 100—A gentle laxative, aids in stimulating the bile

DINNERS

Specializing in Chicken and Steak Dinners

HOT BISCUITS and HONEY WITH ALL MEALS

Popular Prices

EL JARDIN CAFE "THE GARDENS"

3688 E. Foothill Blvd. — Corner Rosemead Telephone WA. 4726

NOW OPEN ADDITIONAL WEST DINING ROOM

Completely Redecorated — Delightfully Appointed

FAMOUS FARM HOUSE DINNERS

CHICKEN — TURKEY — STEAK — HAM

Served Continuously 11:30 a.m. to 8:30 p.m.

50c—ONE PRICE—50 (No Liquor Served)

BROTHERTON'S

2239 East Colorado Street Colorado 5058

Expert Body and Fender Work

- Cylinder Grinding and Crankshaft Repairing
- Bodies and Fenders Repaired
- Efficient Service at Lower Price Economy

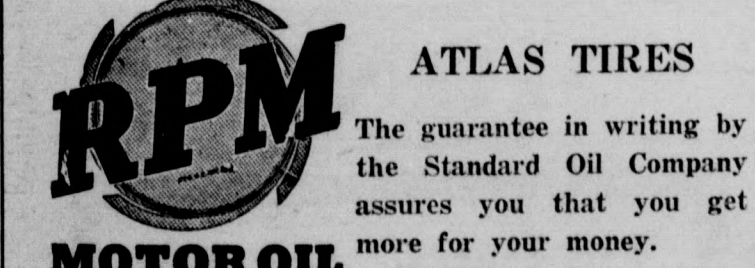
TOWING SERVICE

NORMS GARAGE

54 North Baldwin Sierra Madre

STANDARD GASOLINE

declared unsurpassed has been tested and



ATLAS TIRES

The guarantee in writing by the Standard Oil Company assures you that you get more for your money.

Standard Service Station

J. Milton Steinberger

Phone 2971

115 West Sierra Madre Blvd.

ODETTE'S BARBECUE
DRIVE IN— CAR SERVICE
Steaks, Chicken, Genuine
Barbecue, 'Hamburger Supreme'
290 E. Foothill Blvd., Arcadia
Phone Monrovia 6672

Funeral Flowers
Sprays \$1 up
Ward Nursery & Florist
Mt. Trail & Laurel—Tel. 1614
Members of Florist Telegraph
Delivery Association

Where's George?



--gone to...
PITZER & WARWICK

"Are your clothes dated?"
asked George, "Then date
them 1938 with a new suit
at Pitzer & Warwick!"

321 East Colorado St.,
Pasadena

Interesting Talks Planned For Bethany Women

The program to be given at a meeting of the Bethany Woman's Missionary Society next Tuesday, is of unusual interest. Rev. William Price of San Pedro, who has worked for many years among seamen and homeless men at various harbor cities, will tell of his experiences, at the morning session.

At 12 noon a luncheon will be served with Mrs. William Montgomery of Arcadia supervising the affair. Miss Olga Noreen, will relate interesting events of her life in India as a missionary at the afternoon session beginning at 2 p.m. Miss Lena Lee, will preside.

WE EXCHANGE FURNITURE
New and Used
California
FURNITURE CO.
627 South Myrtle
MONROVIA

QUICK
CASH LOANS
AUTO FURNITURE
SALARY
20 MONTHS TO REPAY
Consolidate your bills in
one account with us!
No Co-Signers
No Endorsers
All transactions confidential
— Lowest rate and
your own terms ...

SEE
CASEY HEALEY
"Your Friend when You
Need One"
315 W. Foothill Blvd.
Phone 115 Monrovia

For careful dry cleaning Phone 22
"Ready When You Need It"

**Richie Dry Cleaners
and Dyers**

47 West Sierra Madre Blvd. — 2nd door East of City Hall
C. W. HARRIMAN — ED. WARD

NOTES FROM CITY SCHOOLS

GRAMMAR SCHOOL

Monday in honor of the "Father of our Country," George Washington, our cafeteria was very beautifully decorated. A large United States flag was in the center of the room and little flags with gum drop standards for each child were on the tables. The sixth grade boys suggested we salute the flag, so with Miss Pfahler leading, we all stood, saluted the flag, and thanked Mrs. Patterson. Of course, by this time you all know that Mrs. Patterson plans all the lovely decorations, as well as the delicious food for our cafeteria.

The pupils of Miss Newman's class, the low first grade, have been studying transportation. They have been making little boats, airplanes and ships. The sixth grade has been very curious about a pen with a high woven wire fence around it, being made out in the yard. We will tell you next week what it is for.

Marilyn Albright and
Ada May Hill, reporters

ST. RITAS SCHOOL

A display of the work done by the children from the primary grades to college, inclusive, depicting the need of a major seminary in the Archdiocese of Los Angeles.

**START KNITTING ON YOUR
EASTER SUIT NOW!**
Domestic and Eastern Yarns
We help you with your knit-
ting — Personal Attention —
KNIT-A-BIT SHOP
323 North 1st Arcadia

LYRIC
Phone 90

— MONROVIA —
Foothill Boulevard
STARTING FRIDAY

MAE WEST
IN
"Everyday's
A Holiday"
WITH
EDMUND LOWE
ALSO
WALLACE BEERY
IN
"Bad Man At
Brimstone"

Angeles, was held in the Auditorium of the Los Angeles Girl's High School on Sunday afternoon, February 20.

Many awards were presented by Archbishop J. J. Cantwell, were received by various schools of the Archdiocese for posters, essays and handicrafts.

St. Rita's school, Sierra Madre, in conjunction with Our Lady of Lourdes and Our Lady of Loretto schools of Los Angeles, was awarded first prize for a scrapbook displaying the activities of these schools during Seminary Education Week.

The children of St. Rita's were happy to learn that Mr. Gordon Felts was to return as their physical training teacher. Every afternoon Mr. Felts takes the respective classes for several military exercises and marching drills. We hope that he will be able to continue with us for the remainder of the term.

St. Rita's basketball team is disconsolate today for Monday's defeat against St. Andrew's of Pasadena which turned into a defeat of 26 to 8 in spite of the gallant effort of St. Rita's boys, eliminating them from any hope of the Archdiocese championship. The boys are hoping for better luck next year.

LILY PONS AND OAKIE AT ARCADIA THEATRE

Lily Pons and Jack Oakie share honors in "Hitting a New High," the fast-stepping comedy that hits the screen at the Arcadia Theatre today and Saturday. Peter Lorre, will also be seen in "Thank You, Mr. Moto." The March of Time "In Nazi Germany" which caused such a furor upon its first showing, and a silly symphony in color complete the bill.

"The Awful Truth" with Irene Dunne and Carry Grant and "Daughter of Shanghai" will be at the Arcadia Sunday, Monday and Tuesday.

FRIENDLY LOANS DIRECT TO YOU

It's easy to borrow from us on your

Auto or Furniture
You Receive You Repay
\$50.00 \$6.61 for 10 Mo.
75.00 7.75 for 12 Mo.
100.00 10.32 for 12 Mo.
150.00 12.54 for 15 Mo.
Other Amounts at Proportionate Rates—We Can Help You

Walter Muller Co.
A Confidential Friendly Lending Service
26 NORTH LAKE AVE.
Pasadena TE. 7166

OBITUARY

MRS. LUDY C. LITTELL

Funeral services for Mrs. Ludy C. Littell, 74, who died February 16, at her home, 300 1/2 Laurel avenue, were held Saturday at the Edwards Mortuary in Los Angeles. Interment followed at Inglewood.

Mrs. Littell, a widow, was a native of Indiana, and had resided in California for the past 37 years. Death was due to a heart ailment. She is survived by two sons, Earl H. and Paul E. Littell, of Los Angeles, and two daughters, Mrs. H. N. Frames, of Redding, Calif., and Miss Eva M. Littell, of Sierra Madre.

CHARLES F. FOOTE

Funeral services were conducted Monday afternoon for Charles F. Foote, retired railroad official of Glendale, and brother of Bob Foote, sports editor of the Pasadena Star-News and resident of Sierra Madre, at the Wee Kirk O' the Heather, Glendale.

Mr. Foote died suddenly of a heart attack Thursday night. He was 65 years old and a native of Iowa, but passed his boyhood in California. For 30 years he was land and tax commissioner of the Minneapolis & St. Louis Railway, with headquarters in Minneapolis, and returned to this state five years ago upon his retirement.

He is survived by his widow who was with him when he died, one son, Daniel W. Foote of Miami, Fla.; a daughter, Jayne, of Glendale, and a sister, Mrs. John L. Chase of Alhambra, as well as his brother here.

CHARLES J. WEBSTER

Charles J. Webster, brother of Mrs. E. H. Vannier of 153 South Hermosa avenue, died at his home in Newport Beach, February 14. Funeral services were held at 3 p.m. Friday in Newport Beach Community Church, with the Masonic order in charge at the cemetery.

Mr. Webster had been a Mason for over fifty years. He was 80 at the time of his death and had spent many years in the Government service in the Hawaiian Islands, making his home in Newport Beach after his retirement. Interment took place in San Gabriel Cemetery.

— TOO LATE TO CLASSIFY —

LOST—Brown purse, containing money and papers. Reward if returned to 290 W. Laurel Phone 1773. 23:

Monrovia Beauty College
invites our
Sierra Madre friends to try
our shampoo, fingerwave, rinse
—complete, 30c.
225 S. Myrtle, Monrovia
Phone Monrovia 353

WASHINGTON THEATRE OFFERS GRAND BILL

Leslie Howard in "It's Love I'M After," supported by Olivia DeHavilland and Bette Davis, will be at the Washington Theatre, Washington at Lake, Pasadena, today and Saturday. Its a wowed film critics say, "Hopalong Rides Again," with William Boyd is the companion picture.

Sunday, Monday, Tuesday and Wednesday, "The Awful Truth" with Irene Dunne and Carry Grant, will show on the same bill with "Thoroughbreds Don't Cry."

PRIZE ENGLISH FILM AT THE MONROVIA

"You're a Sweetheart," starring George Murphy, Alice Fay and Ken Murray and "Luck of Roaring Camp" will be shown for the last time today and Saturday at the Monrovia Theatre, in Myrtle avenue, Monrovia.

Starting Sunday, continuous from 2 p.m., is England's greatest picture, "Victoria the Great," surpassing even that masterpiece of all time, "King Henry 8th." Anna Neagle, fiery, blonde darling of the continent is "Victoria," with Anton Walbrook as her beloved consort, Albert H. B. Warner and Walter Rilla complete the superlative cast.

"Night Waitress" with Margot Grahame and Gordon Jones, plus a cartoon, news reel, and vaudeville on the screen make up this extra-special bill.

NOTICE OF ELECTION

Notice is hereby given that a general municipal election will be held in the City of Sierra Madre on Tuesday, the 12th day of April, 1938, for the following officers:

3 Councilmen for the full term of four (4) years;
1 Councilman for the short term of two (2) years.

There will be four (4) voting precincts for the purpose of holding said election, consisting of a consolidation of the regular election precincts established for holding state or county elections, as follows:

Voting Precinct "A," comprising state and county precincts number 1, and the polling place thereof shall be at the residence at 74 West Grand View avenue.

Consolidated Voting Precinct "B," comprising state and county precincts numbers 2 and 4, and the polling place thereof shall be at the Community House, located within the City Park at the corner of Hermosa avenue and Sierra Madre Boulevard.

Consolidated Voting Precinct "C," comprising state and county precincts numbers 3 and 5, and the polling place thereof shall be

at the City Hall, 55 West Sierra Madre Boulevard.

Consolidated Voting Precinct "D," comprising state and county precincts number 6 and 7, and the polling place thereof shall be at the residence at 81 East Grand View avenue.

The polls will be opened between the hours of 6 a.m. and 7 p.m.

WAVERLY E. PRATT
City Clerk of the City of
Sierra Madre.
Dated February 23rd, 1938.

ORDINANCE NO. 386

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SIERRA MADRE DESIGNATING AND ESTABLISHING THE NAME OF A CERTAIN STREET IN SAID CITY OF SIERRA MADRE AS LAUREL AVENUE.

THE CITY COUNCIL OF THE CITY OF SIERRA MADRE DO ORDAIN AS FOLLOWS:

SECTION 1: That the name of that certain Street being all of lot 16, in Tract No. 11125, in the City of Sierra Madre, County of Los Angeles, State of California, as per Map recorded in Book 196, Page 42 of Maps, Records of said County, commencing at its intersection with Sunnyside Avenue and continuing in an Easterly direction to the Easterly boundary line of said Tract No. 11125, and which street is more particularly described in Street Deed executed by Carrie Ida Lawless to the City of Sierra Madre, and the same is hereby designated and established as LAUREL AVENUE.

SECTION 2: The City Clerk shall certify to the adoption of this Ordinance and shall cause the same to be published once in The Sierra Madre News, a weekly newspaper published and circulated in said City of Sierra Madre and thirty days from and after the final passage thereof, the same shall take effect and be in force.

The foregoing Ordinance was adopted at a regular meeting of the City Council of the City of Sierra Madre, held on the 23rd day of February, 1938, by the affirmative vote of at least three Councilmen, to-wit:

AYES: Councilmen Reavis, Miller, Preston and Layton.
ABSENT: Councilman Froelich.
NOES: None.

and signed and approved this 23rd day of February, 1938.
H. C. REAVIS
Mayor

ATTEST:
WAVERLY E. PRATT
City Clerk.

LAST 3 DAYS
Friday
Saturday
Monday

FINAL WIND UP!

This will create history for unbelievable price slashing

LAST 3 DAYS
Friday
Saturday
Monday

THE END

Exciting Values that will rip the lid off former low prices. If you fail to buy you lose your best chance. Come

THE END

Wash Dresses

Reg. \$1.95

Wind up
Price **79c**

**MONDAY POSITIVELY
THE LAST DAY**

— A SAVING IN EVERY PURCHASE —

Ladies Silk Dresses

Values to \$10.95

Wind up
Price **\$2.47**

EVERYTHING GOES AT LESS THAN BANKRUPT PRICES

LADIES SILK DRESSES

Values to \$3.95

Wind up
Price **\$1.77**

SIMPLICITY CORSETS

Reg. \$3.50 value

Wind up
Price **\$1.97**

LADIES SILK HOSE

Values to \$1.95

Wind up
Price **69c 2 for \$1.00**

MONDAY

LAST DAY

MONDAY

**Boucle Suits at
Less than
1/2 Price**

Roberta Frock Shop

62 West Sierra Madre Boulevard
Sierra Madre, California

LADIES HATS

Final Sale
Price **47c**

No sensational schemes to sell. Just real values, not idle promises. COME--BUY--SAVE

THE SIERRA MADRE SHOPPING NEWS

U. S. POSTAGE
PAID
Sec. 435½, P.L.&R.
Permit No. 18
Sierra Madre, Calif.
Ret. Postage Guaranteed

FRIDAY, FEBRUARY 25, 1938

SIERRA MADRE, COUNTY OF LOS ANGELES, CALIFORNIA

OLSEN'S
34 North Baldwin

Junior Misses Crepe Sole Oxfords
blue suede or white buck \$2⁹⁵

A Complete Line of HOOD Canvas
Rubber Soled Foot Wear. 90^c to \$1⁷⁵
Assorted Colors.

TO CLOSE OUT

Men's (Big Yank)
Work Shirts 59^c

Munsing wear Hosiery

Guaranteed Shoe Rebuilding

Pian's
MILLINERY
AND
DRESS SHOP

Dresses
Suits
Coats
Hats

Smart Styles
Moderately Priced

196 E. Colorado
Pasadena

HAPPY'S
LIQUOR STORE

Telephone 68

12 West Sierra Madre Blvd. FREE DELIVERY
OPEN EVERY DAY AND EVENING

**Build Your
'Dream Home'
NOW**

Take advantage of the liberal terms available
through F.H.A. insured loans. The requirements
are both simple and easily met . . .

For further details call at our office.

BUILD YOUR HOME WITH RENT MONEY

**SIERRA MADRE
SAVINGS BANK**

Kersting Court Phone 4
Member Federal Deposit Insurance Corporation

NORTH CAPE CRUISES
On the Famous Cruise Ship

June 29
44 Days
\$550 Up **RELIANCE**

July 2
45 Days
\$550 Up **Franconia**

The Ideal Cruise Ship

Visiting Iceland, Norwegian Fjords, Finland,
Scandinavian Countries and Russia

Official Agents for All Cruises and
All Steamship Lines to Europe

NOW IS THE TIME TO BOOK PASSAGE

C. J. JONES STEAMSHIP AGENCY
383 E. COLORADO ST., near Euclid Terrace 8026

BENEFIT

AUSPICES ST. RITA'S
ALTAR SOCIETY


Monday, Feb. 28
8 p.m.

Card Games
— 500 —
— ALL GAMES —

PLENTY OF DOOR
PRIZES

School Auditorium

Many People Are Starting
to Build Now
Let Us Help You



E. K. WOOD LUMBER CO.
38 East Montecito avenue Telephone 23

Read **The NEWS** and keep
well-informed!

LAST 3 DAYS
Friday
Saturday
Monday

FINAL WIND UP!

This will create history for unbelievable price slashing

LAST 3 DAYS
Friday
Saturday
Monday

THE END

Exciting Values that will rip the lid off former low prices. If you fail to buy you lose your best chance. Come

THE END

Wash Dresses
Reg. \$1.95
Wind up
Price **79c**

**MONDAY POSITIVELY
THE LAST DAY**
--- A SAVING IN EVERY PURCHASE ---

Ladies Silk Dresses
Values to \$10.95
Wind up
Price **\$2⁴⁷**

EVERYTHING GOES AT LESS THAN BANKRUPT PRICES

LADIES SILK DRESSES
Values to \$3.95
Wind up
Price **\$1⁷⁷**

SIMPLICITY CORSETS
Reg. \$3.50 value
Wind up
Price **\$1⁹⁷**

LADIES SILK HOSE
Values to \$1.95
Wind up
Price **69c 2 for \$1⁰⁰**

MONDAY — LAST DAY — MONDAY

**Boucle Suits at
Less than
1/2 Price**

Roberta Frock Shop
62 West Sierra Madre Boulevard
Sierra Madre, California

LADIES HATS
Final Sale
Price **47c**

No sensational schemes to sell. Just real values, not idle promises. COME--BUY--SAVE

WHAT IT COSTS YOU

Everyone who reads this newspaper and surveys the items displayed by its advertisers has probably popped the question to himself:

"Okay, looks like a bargain! But how much is this ad costing me?" It's an intelligent question. So let's take a peek behind the scenes with Paul S. Willis, one of the country's leading authorities on advertising. He knows ad costs from alphabet soup to zebra-skinned wall paneling!

Speaking of the former, we may as well start there. Of the amount you pay for the average well-known brand, only 35/100th of a cent goes for advertising expenses. Of the nickel you pay for one popular soft drink, only

1,576/100,000th of a cent goes into the ads which tell you about it. Of the amount you pay for a similarly publicized make of men's shirt, the manufacturer spends only 64/100th of a cent in advertising it.

Those microscopic particles of a penny are saying in figures—and proving—the adage that we all know in words, "It pays to advertise!" For without advertising there could be no mass production, and without mass production, geared to nationwide mass distribution, the prices in the ads today would be vastly higher.

That's the triple-threat combination which keeps Old Man Living Costs from stacking too much yardage against us! Those one-thousandths of a cent you pay on the things you buy, help do the trick!

BECKER'S
of Arcadia

DOLLAR DAYS

FRIDAY and SATURDAY
February 25---26

Reg. \$1.95 and \$2.95
207 Wash Dresses \$1.00 ea

Sizes 12 to 44

Early Spring
Rayon \$3.95
Frocks

HOSE
2 pr. \$1.00
Single pr. 65c

FORMALS } 1/2 Price
19 Better Dresses

Store Hours

8:30 to 6 P.M. --- Saturday to 9 P.M.

MONROVIA
THEATRE
LAST TIMES SATURDAY
THE SHOW GOES MERRILY ON!
GEORGE MURPHY
ALICE FAYE
KEN MURRAY
YOU'RE A SWEETHEART

AND
"LUCK OF ROARING CAMP"
Plus News, Cartoon, Musical

Starting
Sunday
CONTINUOUS from 2 PM
England's Greatest
Contribution to
The Screen



NOW IT CAN
BE TOLD!...
The true story of
the lovely, thrilling
Queen Victoria,
and her fiery Prince
Consort, Albert.

**Victoria
the Great**

ANNA ANTON
NEAGLE WALBROOK
H. B. WARNER
WALTER RILLA

The personal history of
a reign and romance that
changed the fate of mil-
lions!... Filmed in the
actual cities and palaces
where it all took place...
with many breathless
scenes in
TECHNICOLOR
AND
RKO-RADIO PICTURE

Gun-Play romance in
a night-hawk cafe!
NIGHT WAITRESS
MARGOT GRAHAM
GORDON JONES

Directed by Lew Lander. Associate Producer,
Joseph Henry Steele. RKO-RADIO Picture
Plus Cartoon, News
Vaudeville on Screen

**The WEEKLY
CONSTITUTIONAL**
by MAX BERNES

Separation of Powers

What is meant by the separation of powers?

Our Constitution divides the three great powers of government among three separate and independent branches: the legislative power is vested in Congress; the executive power in the President; the judicial power in the Supreme Court and other federal courts.

Seven years before our Constitution, John Adams, great Colonial patriot, signer of the Declaration of Independence and second president of the United States, stated the same principle in the Declaration of Rights of the Massachusetts Constitution as follows: "In the government of this commonwealth the legislative department shall never exercise the executive and judicial powers, or either of them; the executive shall never exercise the legislative and judicial powers, or either of them; the judicial shall never exercise the legislative and executive powers, or either of them; to the end it may be a government of laws and not of men."

In the Declaration of Independence, Jefferson protested against the king's control of the executive, legislative and judicial branches of

our Colonial governments, and we fought the Revolutionary War.

In Europe today we see that where all departments are controlled by one man or by one group of men, their whim becomes law; autocracy



succeeds democracy; might becomes right; freedom, liberty and the natural rights of man disappear; tyranny rules.

It is to avoid this that our Constitution separates the powers of our government into the legislative, executive and judicial branches and makes them independent of each other.

Copyright by Max Bernes

AT THE CHURCHES

Church of the
Ascension

(Episcopal)
Rev. W. B. Heagerty, Rector
Rev. A. G. H. Bode,
Rector Emeritus

Sunday—
7:30 a.m.—Holy Communion.
9:30 a.m.—Junior Church and Church School.

11 a.m.—Morning Service and sermon.
On the first and third Sundays, Holy Communion at 11 a.m.

Congregational

Rev. Arthur O. Pritchard, Pastor
Chas. W. Kinnear,
Educational Director

"God's Big Family" will be the topic of the Pastor in honor of Brotherhood Sunday, at the 11 o'clock service.

Monday at 8 p.m.—Pasadena Civic Chorus and Chapel Singers will give a pre-Lenten concert under the direction of Robert Farley. All invited.

Tuesday—Woman's all-day sewing meeting.

Wednesday—7:45 p.m.—Fire-side Club at the home of Miss Elsie Gibson, 72 West Alegria.
Church school, 9:30 a.m.
Young People, 6:30 p.m.

Bethany Church

The Little Stone Church
Rev. Stewart R. Sheriffs, Pastor

Sunday—
9:30 a.m.—Bible school. Classes for all ages.

11:00 a.m.—Morning Worship. Sermon by the pastor, "The Ministry of God's Mysteries."

6:30 p.m.—Christian Endeavor Societies. Missionary Sunday. Mr. Charlton of the American Sunday School Union will show slides of this home Mission work.

7:30 p.m.—Evening Meeting. Paul and Peter Voronoff speaking and showing recent pictures of Russia.

Tuesday, Missionary Society Day
10:30 a.m. to 3 p.m.—Men and women both invited. Morning speaker is Rev. William Price of the Sailors Rest Mission, San Pedro. 1:20—devotionals led by Miss Iona Lowman. 2 p.m.—speaker, Miss Olga Noreen, telling of her work in India.

CALIFORNIA GEYSER
RIVALS YELLOWSTONE

A California geyser, rivaling some of the most famed spouts of Yellowstone Park, is one of the newest natural wonders in the high Sierra region. Spouting a six inch column of water and steam to the height of 90 feet, the flow has been continuous since a slight earth tremor in Mammoth Lakes region in December. The sight is only a short distance from Camp High Sierra, near the junction of the Mammoth Lakes road with the Bishop-Reno highway.

ROSICRUCIAN secret teachings are offered to those who seek to use them solely for the perfection of their inner faculties, and in the mastering of the daily obstacles of life; the International Organization of Rosicrucians will be happy to receive the requests of those who believe that worthiness and sincerity determine the right for one to have such wisdom; to them, a copy of "The Secret Heritage," a fascinating book, will be given without price; let this book guide you to the conservative plan whereby you may widen your scope of Personal Power. Simply address your letter to Scribe S. E. C. AMORC Temple, Rosicrucian Park, San Jose, California. —adv.

**"Wear-Ever" aluminum
SPRING SALE**

<p>4-PC. SAUCE PAN SET Smooth bottoms. Easy-clean, round corners. Covers, 94c extra. SET \$2.19 REG. \$2.95</p>	<p>BUNGALOW COOKER 4 utensils in 1: Steamer, Pot-Roaster, Cereal Cooker, Utility Pot. 2-Qt. SET \$2.69 REG. \$3.25</p>
<p>6-INCH FRY PAN Firm-grip handles. 7-in. 76c (Reg. 95c). 8-in., 98c (Reg. \$1.40). 10-in., \$1.69 (Reg. \$2.20).</p>	<p>COVERED SAUCE POT SET Heat quickly and evenly; no "hot spots." Save fuel. Foods taste better. 3-Qt. SET \$3.99 REG. \$4.95</p>
<p>COVERED SAUCE PAN SET Easy-clean dome covers. Steam-seal. Streamline handles. Smooth bottoms. Round, easy-clean corners. Will last for years. 1-Qt. SET \$3.29 REG. \$3.95</p>	<p>TEA KETTLES Modern, efficient design. Easy-tilt handles. 2-Qt., \$2.49 (Reg. \$3.00). 3-Qt., \$2.98 (Reg. \$3.30). 5-Qt., \$3.69 (Reg. \$4.15).</p>

SALE STARTS SATURDAY, 26th

SIERRA MADRE HARDWARE CO.

Fine Social and Commercial Printing

New Type Faces Neat Workmanship
Prompt and Courteous Service
Reasonably Priced

Statements Receipts Letterheads

Envelopes Cards

Posters Circulars Tickets

Business Forms

All Types of Announcements

SIERRA MADRE NEWS

Phone 48

9 Kersting Court

**Electric Cooking is
CLEAN**

**AN ELECTRIC RANGE
SAVES YOU HOURS OF WORK**

When you use an electric range, you cook with a heat as clean as your electric light. Pots and pans gleam like new. Walls and woodwork are bright and shining... kitchen curtains are fresh and crisp. The range itself is as easy to care for as a china plate. A whisk with a damp cloth keeps its porcelain surfaces spotless... ovens have no sharp corners to collect spilled foods... controlled heat prevents dishes boiling over or sticking. Thousands of homemakers say their kitchen labor has been lightened since they use an electric range. See the new models now at your dealer's.



Abreast of the
times in Health
Protection

**GERM-FREE
CLEANING**

THIS progressive age in which we live, brought forth the demand for GERM-FREE CLEANING! Alert to the times... always striving to lead... we feature this process which is a step forward in the cleaning business.

This quality cleaning and health protection is yours with GERM-FREE CLEANING. Have none other. It costs no more.

Sierra Madre Tailors
CLEANERS & DYERS

14 West Sierra Madre Blvd. — Phone 3
W. E. CRAIG TONY DELVEGGI

Vegetable and Flower SEEDS

(Ferry's, Fraser and Aggeler and Musser)

Bandini Cow and Steer Manures

Complete Stock of Commercial Fertilizers
Gro-Rite, Gaviota Vigoro

BABY CHICKS, March 4th

Dog Remedies

Pittsburgh Paints and Wall Paper

Linoleums

WELCH'S FEED & FUEL

43 North Baldwin

Free Delivery Tel. 1831

NEW INN OPENED ON FOOTHILL BLVD.

A clever new inn, El Jardin, has been opened recently on 3688 E. Foothill Boulevard. Mrs. Ollie Miller, one of the owners brings to it an excellent background gained from her management of several school cafeterias in Alhambra. Strikingly decorated in gay, bright colors, El Jardin, specializes in chicken and steak dinners.

HEALTH is WEALTH!

A trite old saying, but none the less true. The only real bankrupt is the person who has heedlessly let his store of health dwindle and disappear. Guard Health! Your most precious treasure. To keep in the High-way of Health consult and co-operate with your Physician, and when he gives you a prescription, bring it to this pharmacy, where only skilled pharmacists do the compounding.

HARTMAN'S PHARMACY

Telephone Sierra Madre 25



Pancake Breakfast Signals Lent's Arrival

With the approach of Lent, the old English tradition of celebrating Shrove Tuesday, March 1, will be resumed again after a lapse of a couple of years, by Mrs. A. E. Pulling of West Montecito avenue at her home, in the form of a Pancake Luncheon-Breakfast. The John Ruskin Chapter of the Daughters of the British Empire in Sierra Madre will be benefitted. The repast will be served between 11 and 1 o'clock and Mrs. Pulling will greatly appreciate reservations being telephoned to her home.

MERRILL JENSEN TO BECOME A MINISTER

Merrill Jensen, son of Richard S. Jensen of Grand View avenue has been installed as secretary of the Alpha Gamma Nu fraternity at the University of Redland. A senior, upon graduation, Jensen plans to go into the ministry.

LEGAL NOTICE

ORDINANCE NO. 385

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SIERRA MADRE REPEALING ORDINANCE NO. 298 OF SAID CITY OF SIERRA MADRE AND CREATING A PLANNING COMMISSION OF SAID CITY OF SIERRA MADRE AND PROVIDING FOR THE POWERS AND DUTIES OF SAID COMMISSION.

THE CITY COUNCIL OF THE CITY OF SIERRA MADRE DO ORDAIN AS FOLLOWS:

SECTION 1: That Ordinance No. 298 of said City of Sierra Madre entitled: "An Ordinance of the Board of Trustees of the City of Sierra Madre creating a City Planning Commission for said City and providing for the powers and duties of said Commission," adopted February 25, 1926, be and the same is hereby repealed.

SECTION 2: That a Planning Commission of said City of Sierra Madre be and the same is hereby created, which Commission shall consist of nine members as follows:

Six members, not officials of the County of Los Angeles, State of California, or of said City of Sierra Madre, shall be appointed by the Mayor of said City of Sierra Madre, with the approval of said City Council;

The City Engineer or his designated deputy shall be a member ex-officio; Said City Council shall select two other officials and appoint same as members of said Commission, one of whom may be a member of said City Council, which officials or their designated deputies shall be members ex-officio of said Planning Commission.

SECTION 3: Of the members of said Planning Commission first appointed, as hereinabove specified, except ex-officio members, two shall be appointed for terms of one year; two for terms of two years, one for the term of three years and one for the term of four years. Their successors shall be appointed for terms of four years.

If a vacancy shall occur other than by expiration of term, it shall be filled by appointment for the unexpired portion of the term. The terms of ex-officio members shall correspond to their respective official tenures.

SECTION 4: Said City Planning Commission shall be governed in all respects, and perform the duties prescribed by that certain Act of the Legislature of the State of California known and designated as The Planning Act and of all Acts amendatory thereof or supplementary thereto.

SECTION 5: The immediate adoption of the foregoing Ordinance is urgently required for the preservation of the public peace, health, safety and for the specific reasons that said City of Sierra Madre is without a properly appointed Planning Commission and the immediate appointment of a Planning Commission is required in order that said Planning Commission may function and that the City Council of said City of Sierra Madre may take steps to adopt an Ordinance providing for the zoning of said City of Sierra Madre in accordance with said The Planning Act.

SECTION 6: The City Clerk shall certify to the adoption of this Ordinance and shall cause the same to be published once in The Sierra Madre News, a weekly newspaper published and circulated in said City and thereupon and thereafter the same shall take effect and be in force.

The foregoing Ordinance was adopted at a regular meeting of the City Council of said City of Sierra Madre held on the 23rd day of February, 1938, by the affirmative vote of at least four Councilmen, to-wit:

AYES: Councilmen: Reavis, Miller, Preston and Layton.

NOES: None.

ABSENT: Councilman Froelich, and signed and approved this 23rd day of February, 1938.

H. C. REAVIS Mayor

ATTEST: WAVERLY E. PRATT City Clerk.

'Captain's Dinner' To Be Held By Bethany C. E. Tonight

The Christian Endeavor Society of Bethany Church will stage a "Captain's Dinner" in Bethany Hall at 6:30 tonight.

As the guests file into the dining room a crowd of merry "singing waiters" will sing "Anchors Aweigh." The "waiters" are Betty Lou Lacey, Lizette Annas, Juanita Thompson, Betty Mai Spillar and Ruth Coit.

Roy Creighton, field secretary of the Los Angeles County Christian Endeavor Union, will talk on "Christ Our Pilot." Ed DeLong will present a skit, "Columbus Discovers America," and Lou McQuon of Burbank, will lead the community singing.

ALTAR SOCIETY HOLDS FOOD SALE TOMORROW

St. Rita's Altar Society has completed plans for another delightful card party to be given Monday evening, February 28, at 8 p.m. in the auditorium of the church school.

The committee in charge consists of Mrs. John Smurda, Mrs. John Russell, and Mrs. George Otto. The purpose of the affair is to raise necessary funds for the purchase of materials for the coming Wistaria Fete. Pinochle, 500 and Bunko will be played as well as bridge. There will be ample door prizes and refreshments. All friends are cordially invited.

The NEWS prints the NEWS while it is news and prints it first!

WANT ADS

WORK WANTED

FURNITURE repairing, carpentering, painting and general repairs, door locks and windows. Call The Handy Man. Phone 334-1. B. A. Platte. 39:7

CARE of children—day or hour. Transportation; 25c hour; \$1.50 day. 657 Brookside Lane. Tel. 1593. —23*a

HANDYMAN wants work, repairing, painting; yard work. Tel. 131-4. —17*a

GENERAL Carpenter Work, furniture repairing, saw filing. 262 Santa Anita Court. Phone Pinkerton 1554. 48:a

HELP WANTED

RELIABLE MAN WANTED to call on farmers in Downsville County. No experience or capital required. Steady work. Make up to \$12 a day. Write Mr. INMAN, 426 Third St., Oakland, Calif. —22*b

For Sale Real Estate

NEW Stucco House; 2 bedrooms; 2 car garage. Lot 100x120. Terms. 487 E. Montecito. —23*c

FOR SALE—Modern seven room home, four lots, all kinds of fruit, beautiful location. Tel. 2241 for appointment. —22*k

RENTALS

ATTRACTIVE APT., close in; Private bath. 34 N. Hermosa. Phone 253-2. 23:d

FOR RENT—Apartment for neat single man. Happy Family Hotel. Phone 012. 23:d

FOR SALE MISCELLANEOUS

BEAUTIFUL \$200 bed room set for \$75, almost new. Call 161 North Lima. —23*e

SIMMONS Studio Couch, almost new. 123 E. Sierra Madre Blvd. —23*e

FOR SALE—Prosperous beauty shop in fine location; beautiful fixtures; long established; money maker. Call Ellen's Beauty Shop, No. 5 Kersting Court. Phone 87. —23:e

FOR SALE—Single-wheel baggage trailer with locked cover. No license required. See it at Carl Hansen's Garage. —22*f

LOST & FOUND

LOST on S. M. Blvd., hand bag. Finder keep money, return papers to 507 Brookside Lane. —23*g

LOST—Pointed black fox at Woman's Clubhouse Wednesday; return to Mae Stanley Mason, 91 E. Laurel or call 406. Reward. 23:g

ROOMS --- BOARD

PLEASANT sunny room outside entrance. 341 N. Auburn. —23*h

ROOMS for rent with or without Cooking Privileges. Call 1401. —19:h

MISCELLANEOUS

COMMERCIAL Fertilizers; cow and steer manures; peas, etc. Ward Nursery & Florists, Mt. Trail and Laurel Ave. Phone 1614. —22:i

Piano Instruction

MRS. A. D. Cain, Piano Instruction; thorough, rapid method. Lessons \$1. Call 1581. —23:p

PTA And Kiwanians Provide Tooth Clinic At School

A dental clinic for children unable to afford private dental care was held recently at Sierra Madre Grammar School under the auspices of the Sierra Madre P.T.A. and the Kiwanis Club.

In five days the clinic resulted in correction of 120 total defects. The P.T.A. provided funds for three days work of the clinic and the Kiwanis Club the remaining two.

MAE WEST'S BEST FILM AT LYRIC THEATRE

While Mae West doesn't have Charlie McCarthy appearing opposite her in "Every Day's a Holiday" which starts today at the Lyric theatre, in Monrovia, she does have Edmund Lowe. This is said to be the naughty Mae's best picture in a long time. On the same bill with Mae is "Bad Man at Brimstone" starring Wallace Beery in one of the characterizations that have made him "tops" in cinema-land for these many years.

ALTAR SOCIETY HOLDS CARD PARTY MONDAY

St. Rita's Altar Society will hold a food sale tomorrow, February 26, at the North Baldwin avenue Safeway Store. The hours will be from 9:30 a.m. until sold out. The good cooks of the parish have been hunting up some mighty fine recipes for cakes, salads and other delicacies.

ARE YOU "KEMI-KULTURE" MINDED?

Grow plants and flowers in your own home without soil SPECIAL OFFER—complete outfit ready to use, consisting of: "Kemi-Kulture" Tank Farming Hand Book, "Kemi-Kulture" Powder, 8 in. glazed pot (various colors) and patented tray. COMPLETE OUTFIT only \$5.15 tax included. KEMI-KULTURE Products Co., Inc. 616 S. Figueroa St., Los Angeles

An Evening Chock Full of Fun

JOE JORDAN'S TAVERN presents "THE DRUNKARD'S DAUGHTER" AND AFTER SHOW

Nightly except Sundays and Mondays (Club Night)

1955 EAST COLORADO, Corner Berkeley (Formerly at 3560 E. Foothill)

Reservations: HUDSON 4522, CAPITOL 8013

WASHINGTON THEATRE

Washington at Lake PASADENA

Ph. Sterling 0140 Adults 30c Children 10c

Friday, Saturday, Feb. 25, 26

LESLIE HOWARD BETTE DAVIS OLIVA DeHAVILLAND in "IT'S LOVE I'M AFTER" — AND —

"HOPALONG RIDES AGAIN" with WILLIAM BOYD

Sun., Mon., Tues., Wednesday February 27, 28, March 1, 2

IRENE DUNNE CARY GRANT — in —

"THE AWFUL TRUTH" — ALSO —

"THOROUGHBREDS DON'T CRY" with JUDY GARLAND MICKEY ROONEY and SOPHIE TUCKER

ARCADIA

44 E. Huntington Ph. 2661 Phone 2661

Bob Sprowl, Manager

Friday, Saturday—Feb. 25, 26

LILY PONS and JACK OAKIE in "HITTING A NEW HIGH" — ALSO —

PETER LORRE in "THANK YOU, MR. MOTO" — AND —

THE MARCH OF TIME in "IN NAZI GERMANY" SILLY SYMPHONY IN COLOR

Sunday, Monday, Tuesday February 27, 28 and March 1

IRENE DUNNE and CARY GRANT in

"THE AWFUL TRUTH" — ALSO —

"Daughter of Shanghai"

J. Shelton Gordon BUILDER

It is safe. It is wise. It is profitable to own a home under the new FHA plan. For courteous assistance call J. Shelton Gordon, builder.

3420 E. Foothill WA. 5925

Ornamental Shrubbery

35c up

Shade Trees

Large Sizes

\$1.50 to \$2.25

Fruit Trees

50c up

WARD NURSERY & FLORIST

Mountain Trail at Laurel

Phone 161-4

Sewing Machines NEW & USED

Expert Repairing Reasonable Charges NO CHARGE for Inspection SINGER CO. in Monrovia 106 1/2 E. Colorado, Phone 2503

Jockey

—THE UNDERWEAR OF FAMOUS PILOTS

For the safety of their passengers, American Airlines pilots dare not squirm at the controls. That's why they wear Jockey Underwear.

Men, you too, can enjoy this new masculine comfort. Mild support. Fits the male figure everywhere. No buttons, no bulk, no bind—hence no squirms. Smart, sleek styling and the convenient Y-Front opening. Will not gap or sag. Jockey Underwear is available in various fabrics and models both uppers and lowers. Try these famous garments made—

By Cooper

50¢ PER GARMENT

TOM TYLER MEN'S SHOP

CASH LOANS

AUTO FURNITURE or AUTO

SALARY On \$60—Payments are \$7.85 for 10 months.

FURNITURE On \$150—Payments are \$10.25 for 20 months.

EQUIPMENT On \$330—Payments are \$24.01 for 18 months.

REAL ESTATE On \$600—Payments are \$42.40 for 20 months.

YOU WILL LIKE OUR COURTEOUS AND CONFIDENTIAL SERVICE

No Brokers - No Insurance - No Co-Signers

Your loan can be closed the same day as application made

SOUTHERN FINANCE

1655 East Colorado — Pasadena — Wakefield 4171

Open Evenings by Appointment

CENTRAL MARKET

CHAS. E. DAVIS FREE DELIVERY TWICE DAILY

38 WEST SIERRA MADRE BLVD. PHONE 97

Notwithstanding lower prices we are maintaining our same quality

LAMB SHOULDER 18c LAMB LEG 27c pound

SWIFT'S DIXIE BACON 1 1/2 pound pieces Whole lb. 25c

WILSON'S TENDER MADE or Half lb. 34c

RATH'S TENDER'D Only lb. 24c

PICNICS

FANCY STEER CHUCK ROAST lb. 20c

Wilson's KORN KING BACON lb. 35c

VEAL, BEEF and PORK Fresh ground for loaf pound 25c

SIERRA MADRE DRUG CO.

36 West Sierra Madre Blvd. Phone 40



Accidents will happen! Be prepared for them.

Bathing Alcohol — Tr. Iodine — Camphorated Oil

— Milk Magnesia — Mineral Oil — Bandages

We don't buy the CHEAPEST drugs for our customers but the BEST.

A \$3.50 VALUE FOR ONLY \$2

A \$1.50 Super-Activated Salon Cream included with \$2.00 All Purpose Cream — Colonial Dames

Ask for Gold Medal

Ant-Acid Powder for Stomach Distress

Phenobilin Tablets, 75c per 100—A gentle laxative, aids in stimulating the bile

STANDARD GASOLINE

declared unsurpassed has been tested and



ATLAS TIRES

The guarantee in writing by the Standard Oil Company assures you that you get more for your money.

Standard Service Station

J. Milton Steinberger

Phone 2971

115 West Sierra Madre Blvd.

First Church of Christ, Scientist

SIERRA MADRE, CALIFORNIA

ANNOUNCES A

Free Lecture on Christian Science

Entitled

"Christian Science: Its Healing Ministry"

by

DR. WALTON HUBBARD, C.S.B.
LOS ANGELES, CALIFORNIA

Member of the Board of Lectureship of The Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts

In the Sierra Madre Public School Auditorium
CORNER AUBURN AND HIGHLAND AVENUES

Sunday Afternoon, March 6, 1938
At Three o'clock

THE PUBLIC IS CORDIALLY INVITED TO ATTEND

For careful dry cleaning Phone 22

"Ready When You Need It"

Richie Dry Cleaners and Dyers

47 West Sierra Madre Blvd. — 2nd door East of City Hall
C. W. HARRIMAN — ED. WARD

FRIENDLY LOANS

DIRECT TO YOU

It's easy to borrow from us on your

Auto or Furniture

You Receive You Repay Monthly
\$50.00 \$8.61 for 10 Mo.
75.00 7.75 for 12 Mo.
100.00 10.32 for 12 Mo.
150.00 12.54 for 15 Mo.
Other Amounts at Proportionate Rates—We Can Help You

Walter Muller Co.

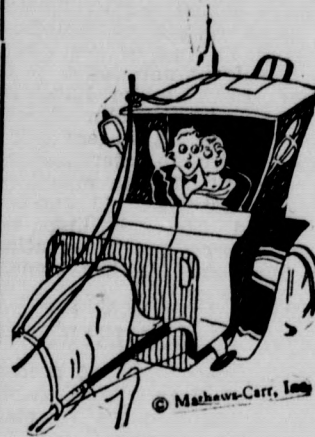
A Confidential Friendly Lending Service

26 NORTH LAKE AVE.
Pasadena TE. 7166

H. C. Busch, of Chico, wed 60 years ago this week, gave his formula for happiness—"You can't be right all the time," he said.

Out of the Pacific Northwest comes another Little Businessmen's program, but in lighter vein than the earnest session held recently in Washington. Three small enterprisers of Seattle announce that what the country needs to do about the recession is to sit down, open its vest buttons, and "laugh it off." With indomitable optimism, they are organizing a National Laugh Club and ambitiously hope that local lodges will dot the nation's landscape. It's their belief apparently that the quality of laughter, like the quality of mercy, "is not strained, it droppeth as the gentle rain from heaven." And in a democracy, its sound is wholesome, welcome and refreshing!

Where's George?



—gone to...

PITZER & WARWICK

"Are your clothes dated?" asked George, "Then date them 1938 with a new suit at Pitzer & Warwick!"

321 East Colorado St.,
Pasadena

ARCADE DINING ROOM

696 EAST COLORADO STREET WA 8335
DRIVE THROUGH ARCADE TO FREE PARKING
WONDERFUL FOOD

Special — 50c Dinner — Complete

INCLUDING "HELP YOURSELF SALAD TABLE,"
SPECIAL JUICY CUBE STEAKS, ETC.

HOME MADE PIES BEST QUALITY MEATS
DELICIOUSLY PREPARED

SPECIAL ATTENTION GIVEN PARTIES AND BANQUETS
LUNCHEONS 35c TO 50c

Special Sunday Dinner 50c and 65c—All Day

--- Colonel Holloman Says ---

Beautiful Spring Time is Here — Summer is coming — Birds are singing — Bees are Humming ...

You, too, will sing and hum if you buy your Furniture at the

Home Furniture Store

115 E. Lemon St.

Monrovia

News Want Ads Pay

Business and Professional Directory

Contractor

William Lee Hibbs
General Contractor, Builder and general repairing
240 West Ramona—Phone 1021
State License 6827

Designers

DURHAM
DESIGNED
URABLE
HOMES
W. B. DURHAM
Sierra Madre

Dentists

Dr. J. L. Woehler
X-RAY — DENTIST
81 South Baldwin Avenue
(next to Post Office)
Telephone 45
Examinations by Appointment

Dr. Thos. Warden
DENTIST
Hours 8:30 to 12; 1:30 to 5
Telephone 188-1.
822 W. Sierra Madre Blvd.
Office Closed on Fridays

Physicians and Surgeons

Geo. W. Groth, M.D.
94 N. BALDWIN
Phone 20

M. H. A. Peterson, M.D.
Physician & Surgeon
Office, 65 E. Sierra Madre Blvd.
Phone 60—Residence Phone 78
Hours 2 to 4 p.m. Daily
except Saturday and Sunday
and by appointment

Samuel Philip Meyers, D.O.
Physician, Surgeon, Osteopath
527 WOODLAND DRIVE
Hours 9 a.m.-5 p.m., Evenings by
appointment. Phone, office 004.
Night phone Capitol 11710

Electrical Appliances

HOOVER ELECTRICAL
CLEANING, DUSTING,
ENSEMBLES
A. J. LYNN
Sierra Madre Representative
625 Manzanita Phone 58

Restaurants

Lizzie's Trail Inn
Delicious Chicken and Ravioli
Dinners
165 E. Mira Monte Avenue
Foot of Mt. Wilson Trail
Phone 2472 for Reservations

YOU CAN ALWAYS
get a good meal
at

Taylor's Cafe
419 South Myrtle Avenue
Monrovia

Attorneys

M. A. WOODWARD
ATTORNEY AT LAW
Office 99 Suffolk Avenue
Sierra Madre. Phone 72
Office Hours 9-12 a.m. & 7-9 p.m.

Osteopaths

DR. MARY GROTH
OSTEOPATH
PHYSICIAN & SURGEON
Physio-Therapy — Colon Irrigations
144 E. Highland Ave.
For Appointment Phone 285-1

Dr. C. L. T. Herbert
Osteopath

Office in Patio S. M. Hotel
TELEPHONE 57
Residence Phone 2024

Optometrists

Established 1907
William G. Barks, Opt. D.
Optometric Eye Sight Specialist
509 S. Myrtle Ave., Phone 173
Monrovia, California

Carl F. Bass

Optometrist

50½ Huntington Drive, Arcadia
Office Phone 585, Home Phone 539

Plumbing

Plumbing

and

SHEET METAL
SIERRA MADRE
HARDWARE CO.

31. W. Sierra Madre Blvd.
Telephone 98
Night: Phone 299-4

Bob Babbitt

Plumbing

Day & Nite Water Heaters
304 W. Sierra Madre Blvd.
Telephone 2882
Refrigeration

Harry S. Barrington

12 North Baldwin Ave.

Plumbing Repairs a Specialty

Federal Water Heaters

Telephone Sierra Madre 431

Mausoleum and Crematory

Mountain View

Mausoleum • Crematory • Columbarium
2300 N. MARENGO • TELEPHONE NIAGARA 1141 • PASADENA, CALIF.

Electrical Service

WIRING, REPAIRING
Thermador Air Heating
and Water Heaters
EBER THOMAS
12-14 NORTH BALDWIN

Contractor

Fred W. Richter
39 Victoria Lane
Telephone 272-1

Driveway, Street, Asphalt
Paving

IVAN KARALOFF

SCHOOL OF THE DANCE
Teaches all types of Stage and
Modern Ballroom Dancing
TUESDAYS, ONLY
2 to 8:30 p.m.

26 Windsor Lane, Sierra Madre

ARMSTRONG

—The Dirty Rug Cleaner—
HE CLEANS RUGS CLEAN!
Oriental and Domestic Rugs
Repaired

House of Armstrong
2620 E. FOOTHILL CO.3092

Health Foods

Monrovia Health Store

Full Line of Health Foods
T. R. STEBBINS, Mgr.
113 East Lemon Ave., Monrovia

Santa Anita Riding Academy

27½ West Huntington Drive
Arcadia
English or Western
Special attention given to teach-
ing children
Arcadia 2920
W. J. Osterhout, Prop.

Telephone Rent Paid?

DISCOUNT IF PAID BY 20th
Office Hours: 8 a.m. to 5 p.m.

Painters—Decorators

Geo. E. Hapgood
Painting, Decorating
Paperhanging
Spray Painting
Tel. NI. 1549 Pasadena, Calif.
863 N. E. Molino

Funeral Directors

GRANT Funeral Parlors

201 W. Sierra Madre Blvd.
Telephone 93

Father Sage Says:

Thinking is so painful that most of us think only when we have to.

We Are Equipped to Handle Any Size Job and Offer Quick Service
Get Our Prices on Job Printing—
Sierra Madre News—Phone 48

Funeral Flowers Sprays \$1 up

Ward Nursery & Florist
Mt. Trail & Laurel—Tel. 1614
Members of Florist Telegraph
Delivery Association

ODETTE'S BARBECUE

DRIVE IN—CAR SERVICE
Steaks, Chicken, Genuine
Barbecue, 'Hamburger Supreme'
290 E. Foothill Blvd., Arcadia
Phone Monrovia 6672

Monrovia Beauty College

invites our
Sierra Madre friends to try
our shampoo, fingernails, rinse
complete, 30c.
225 S. Myrtle, Monrovia
Phone Monrovia 353

START KNITTING ON YOUR
EASTER SUIT NOW!
Domestic and Eastern Yarns
We help you with your knit-
ting — Personal Attention —
KNIT-A-BIT SHOP
323 North 1st Arcadia

WE EXCHANGE FURNITURE

New and Used

California FURNITURE CO.
627 South Myrtle
MONROVIA

LYRIC

Phone 90

— MONROVIA —

Foothill Boulevard

STARTING FRIDAY

MAE WEST

IN
"Everyday's A Holiday"

WITH

EDMUND LOWE

ALSO

WALLACE BEERY

IN
"Bad Man At Brimstone"

QUICK

CASH AUTO LOANS
FURNITURE SALARY

20 MONTHS to REPAY
Consolidate your bills in
one account with us!

No Co-Signers
No Endorsers

All transactions confidential — Lowest rate and
your own terms ...

SEE
CASEY HEALEY
"Your Friend when You
Need One"

315 W. Foothill Blvd.
Phone 115 Monrovia

A new tie every week

with the money

saved by Gas



It costs much less to cook, refrigerate and have automatic hot water with gas. In fact, this difference in operating cost frequently equals the price of fifty-two neckties, in a year's time. The savings vary, of course, with families, just as neckties vary in cost. But you can write this down in terms of dollars and cents: Gas saves money. And consider the marvelous service. Natural gas is dependable. It's fast. It does better work. Small wonder that so many people in this region are using the difference in cost to buy new gas appliances! Terms are attractive, too.

Another Gas Economy



The Simmer Burner—
saves gas, saves fuel

SOUTHERN COUNTIES GAS CO.

Natural Gas

— YOUR QUICK, CLEAN,
ECONOMICAL SERVANT

Get our prices
on your
JOB PRINTING
no matter
what size job you want.